

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

BILL'S GLAD FARMS

CANANDAIGUA, NEW YORK



GLADIOLUS
BILL'S BULBS BLOOM BEST
GLADIOLUS

Trade Mark

NINETEEN HUNDRED AND TWENTY-SIX

HOW TO ORDER BY MAIL

Please use the Order Sheet enclosed with this Catalogue. Write your name and complete address plainly.

ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another variety of equal or higher value or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited and the first orders will get them.

TERMS

Remittance must accompany all orders as prices are based on cash with order.

All bulbs ordered from this catalog sent prepaid to all points in United States and Canada. No charge for packing. Transportation extra to foreign countries.

CANADIAN AGENCY

All customers in Canada must send their orders to:

LYMAN W. COUSINS,
472 Tecumseh Ave.,
London,
Ontario,
Canada.

Add 25% to prices in this catalogue to cover customs duty. Import permits not necessary as the bulbs will be sent post paid from London, Ontario.

TRADE DISCOUNTS

Special discounts will be quoted to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

GUARANTEE

We guarantee all stock to be true to name and to be vigorous flowering size. We cannot guarantee results as the condition under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

TIME OF SHIPMENT

We begin to make shipments about March 1st or as soon thereafter as the weather will permit.

DESCRIPTIONS

All descriptions are as accurate as we are able to write them. The description of practically all of "BILL'S ORIGINATIONS" are based on Ridgeway's Standard Color Chart.

BANK REFERENCE

If you should care to do so we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

OFFICERS OF THE COMPANY

President, Wm. H. Purple
Secretary, E. A. Purple

Vice-President, Geo. E. Purple
Treasurer, Fred R. Purple

Make all Checks and Money Orders payable to—

BILL'S GLAD FARMS INC.

GLADIOLUS BILL, Mgr.

Canandaigua, New York

Complete

Descriptive and Illustrated

GLADIOLUS CATALOGUE

For 1926

CONTENTS

The Modern Gladiolus - - - - -	Page	3
Bill's Originations - - - - -	"	4
General List - - - - -	"	7 to 14
Landscape Glads - - - - -	"	15
Connoisseurs Section - - - - -	"	16 to 25
General List - - - - -	"	27 to 37
Special Discounts - - - - -	"	37
Gift Boxes - - - - -	"	37
Special Offers - - - - -	"	38
Trophies - - - - -	"	39
Cultural Directions - - - - -	-	Inside back cover

BREAK O' DAY

I saw a Gladiolus rare,—'twas named the "Break O' Day,"
 And where a bloom is found more fair, it baffles me to say.
 It must have robbed earth's richest gems of opalescent gleams,
 It must have plucked the noontide hours of all their choicest beams,
 And if the radiance of the morn and sunset did their part
 To sheen this silken beauty and to glorify its heart,
 I know it must have coaxed the dew to lend its crystal prize,
 And almost speak the limpid love in little children's eyes,

By MRS. FRANK A. BRECK, Portland, Oregon.



EXHIBIT OF BILL'S GLAD FARMS
A. G. S. Show in Rochester—1925

The Modern Glad

Somehow I like the increasing practice of calling them Glads. I like it because they are just Glad messengers. In sorrow, in adversity, in health and prosperity they carry their message of sympathy, love and fellowship to our friends. In sunshine and shower they lend their wonderful charm to our gardens. Whether petted and caressed or misused and neglected they still lift their heads to cheer us.

One hot day I cut a stalk that was not particularly good and cast it on the ground. There it lay in the boiling sun all day, a limp wilted flower. Next morning as I passed on the inspection tour, it smiled up at me with two bright open perfect flowers fresh with dew. Who could resist placing it in fresh water?

EXCELS AS CUT FLOWER

The Glad is perhaps the most satisfactory cut flower we have today. If cut when the first bud is unfolding they can be shipped long distances without moisture and when placed in water will last for ten days, or more. We have made parcel post shipments to Florida, arriving the third day, and they lasted a week with proper care. For house decorations, weddings, social functions they are supreme in their season.

SMALL GARDENS AND ESTATES

For the home garden they may be allowed to bloom out to the very tips without cutting, then remove the bloom stalks and the foliage is an attractive green. No dead or yellow plants to be removed from the garden to prevent it from becoming unsightly.

For the large estate where color effects are required by the landscape artist, there is nothing superior. As yet it is not fully realized by many that certain varieties which we are pleased to recommend in a list on page 15 are particularly desirable for landscape work. They have an extended blooming period and are of stocky growth which prevents the necessity of providing supports to hold them erect.

PRIMULINUS HYBRIDS

The old fashioned Glad was a stiff, close set straight spike of flowers without grace. The introduction of the wild *Primulinus* to produce hybrids has given us a race of graceful, wiry stemmed flowers with many soft, delicate shades. These are becoming more popular each year.

RUFFLED VARIETIES

Just as the Sweet Pea came to have ruffled petals, so the Glads of today in many cases have ruffled or frilled petals, adding much to their charm. We are also able to offer one variety with notched or serrated petals.

NOVELTIES

Many new types as to style of flower and habit of growth are being developed. The real "Glad Fan" wants something new. He (or she) can hardly wait till morning to go out and see what Opalescent or Vanity is going to look like. Friendly rivalry, in an effort to excel in procuring and growing the finest Glads, frequently develops a mere acquaintance into the closest friendship. We hope that it may be our privilege to help and serve you.

OUR LOCATION

Our location is just east of Canandaigua on the Main Highway from Buffalo through Canandaigua to Geneva, Auburn, Syracuse and New York City. Thousands of tourists stop to view our plantings.

The Latch String hangs clear out into the middle of the road, and it will be our pleasure to make your personal acquaintance and show you what is now growing in an old Indian Garden.

Yours most cordially,

GLADIOLUS BILL.

Bill's Originations

In nature, through the ages, forms of plant and animal life have developed through natural agencies and the survival of the fittest. Today with the knowledge of recent discoveries as to the laws of heredity, man is able to expedite and hasten the production of new forms and types in both the animal and vegetable kingdom.

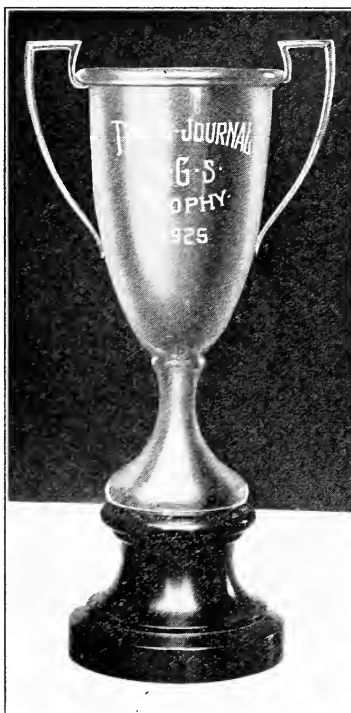
The successful breeder must first have a definite ideal which he is striving to attain. Then he must be perfectly familiar with the agencies with which he is working in order to be able to select the proper individuals for parents. With a definite ideal and an understanding of the laws of heredity, as applied to the work at hand, he may be reasonably sure of at least approaching his ideal. Unfortunately our garden varieties of *Gladiolus* are so hybrid in character, due to mixed ancestry, that many tests are necessary to discover their hereditary traits, requiring much time and patience.

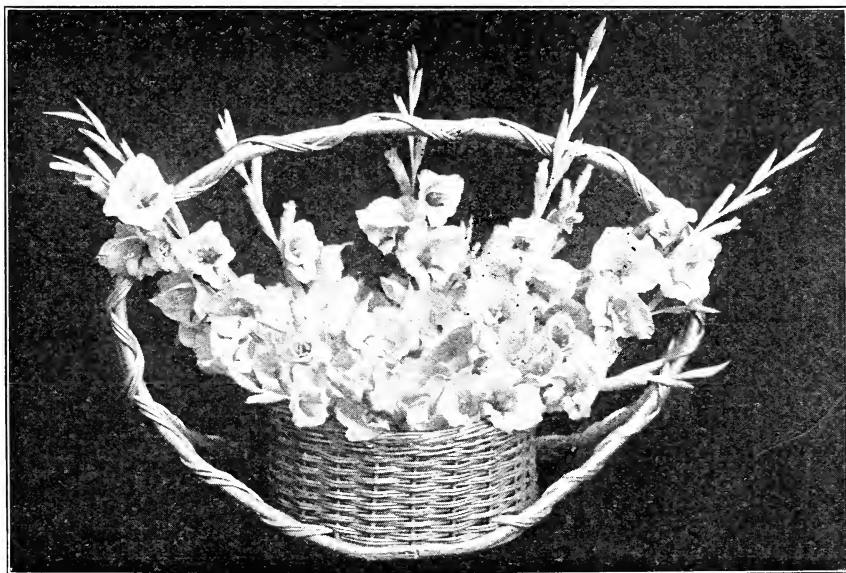
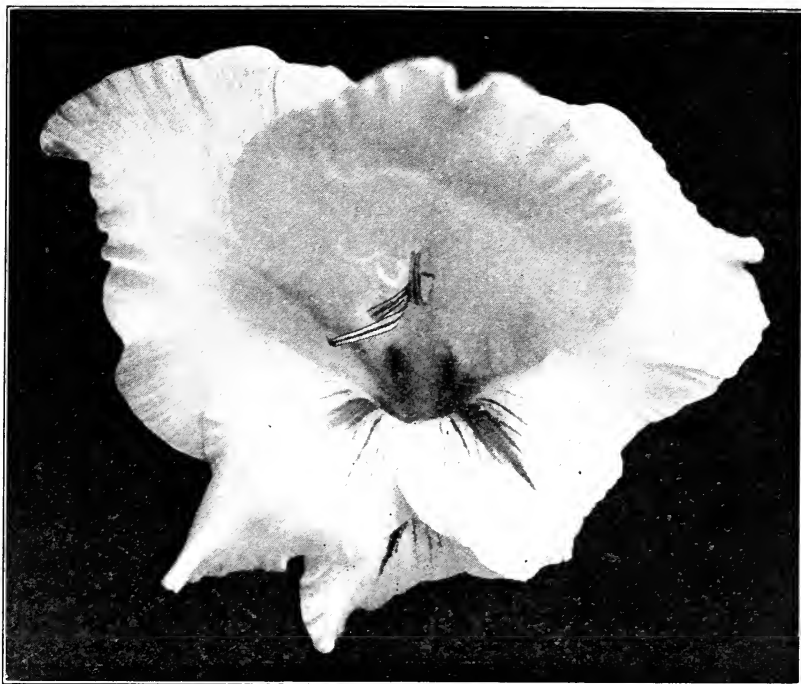
The practice of gathering seeds at random, excepting in rare cases, cannot compare with our method of parental selection and inbreeding of the offspring to secure marked improvement.

This list includes many innovations, both as to color and style. We have hundreds of others under test to offer in succeeding years.

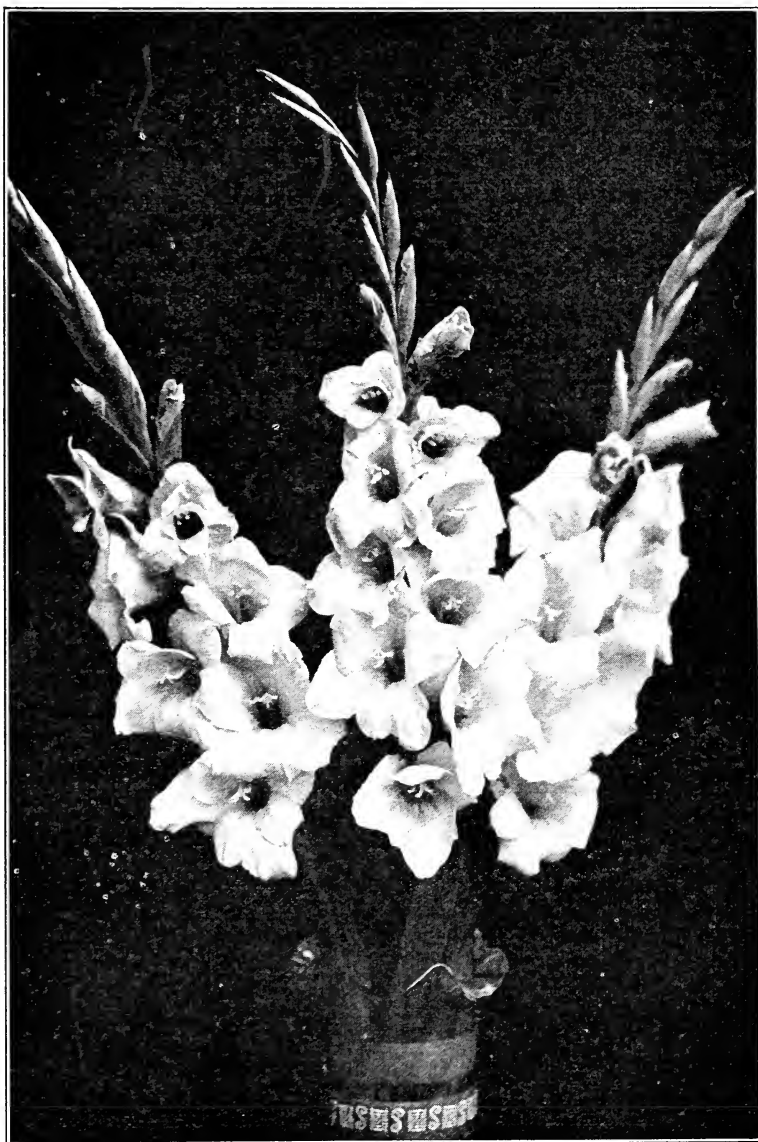
At the American Gladiolus Society Annual Show in Rochester, N. Y., in 1923, we captured three Silver Cups and many other first prizes with Bill's Originations. We again captured The President's Cup for the finest display and nine other first prizes, at the Annual Show in New York City in 1924. Also at Rochester in 1925, our exhibit on page 2 won the Times Journal loving cup below for the most artistic display and in addition we won prizes in thirteen other classes. Our exhibits in every case have been made up entirely of Bill's Originations. This success in three succeeding years, against stiff competition, places our productions on the highest plane. This makes us feel that we are offering to the buying public some of the very best Glads obtainable.

In addition to our own productions we have included in the list the best and most popular moderate priced varieties now on the market. In nearly every instance we show the name of the originator in parenthesis following the name of the variety. Varieties that are strictly of the primulinus type with soft tones and wiry graceful stems, are indicated by the word (Prim.)





CAMEO
Description on Page 9



PICCADILLY

Description on Page 16

General List

ADRIATIC—(Kunderd) Deep smoky wine blue, with blue and red throat. Extraordinary and beautiful. Try it!..... Each 15c; 3 for 40c; Doz. \$1.50

AIRY FAIRIES—(Bill's Origination) Just that! Airy Fairies! There are two of them. A cream one and a pink one. Exceedingly graceful and dainty primulinus hybrids. Especially adapted for landscape planting. Medium size bulbs \$4.00 per 100.....
..... Cream Each 10c; 3 for 25c; Doz. \$1.00
..... Pink Each 10c; 3 for 25c; Doz. \$1.00

ALBION—(Kunderd) (Prim.) Delicate soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work as it will always stand erect if properly planted. Medium size bulbs for mass planting \$2.00 per 100.....
..... Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00

ALICE TIPLADY—(Kunderd) (Prim.) One of the best varieties yet developed in the Primulinus. Soft orange saffron shade. Extra fine! Medium size, bulbs for landscape planting \$4.00 per 100..... Each 10c; 3 for 25c; Doz. \$1.00, per 100, \$6.00

ALLEN V. BUNCE—(Bill's Origination) See page 16.

ALMA MATER—(Bill's Origination) So named because it embodies the colors of the originator's Alma Mater (The Univ. of Tenn.). Beautiful large cream white flowers with strong orange chrome throat. An unusual orange and white combination, Vigorous grower, large flowers and several open at once..... Each 75c; 3 for \$2.00; Doz. \$7.50

ALTAIR—(Kunderd) (Prim.) Extra tall, finest salmon saffron. An entirely new shade and very beautiful. Early!..... Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$5.00

AMERICA—Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence..... Each 5c; 3 for 15c; Doz. 50c; per 100, \$2.50

ANAMOSA—(Kunderd) (Prim.) Very large, extra tall, finest orange salmon with many blooms open at once. Beautifully marked..... Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$5.00

ANGOLA—(Kunderd) (Prim.) A fine tall very early salmon pink. Fine for house decoration. Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00

ARBITRATION—(Bill's Origination) Salmon pink semi-primulinus with large florets well opened. Extra strong vigorous grower..... Each 25c; 3 for 65c; Doz. \$2.50

ARIEL—(Bill's Origination) Ariel—"The Fairy Sprite" is one of those airy graceful primulinus hybrids most effectively used for table decorations and fancy baskets. A good strong grower with creamy white flowers. In spite of the rather tall growth it stands up well and makes a thick row of foliage and blooms. We recommend it strongly for landscape plantings and offer medium size bulbs at \$12.00 per 100..... Each 25c; 3 for 65c; Doz. \$2.50

ARISTOLE—(Bill's Origination) (Prim.) Very tall, straight vigorous. Light jasper red heavily veined over salmon buff ground. Extra fine..... Each 15c; 3 for 40c; Doz. \$1.50

BAMBINO—(Bill's Origination) See page 20.

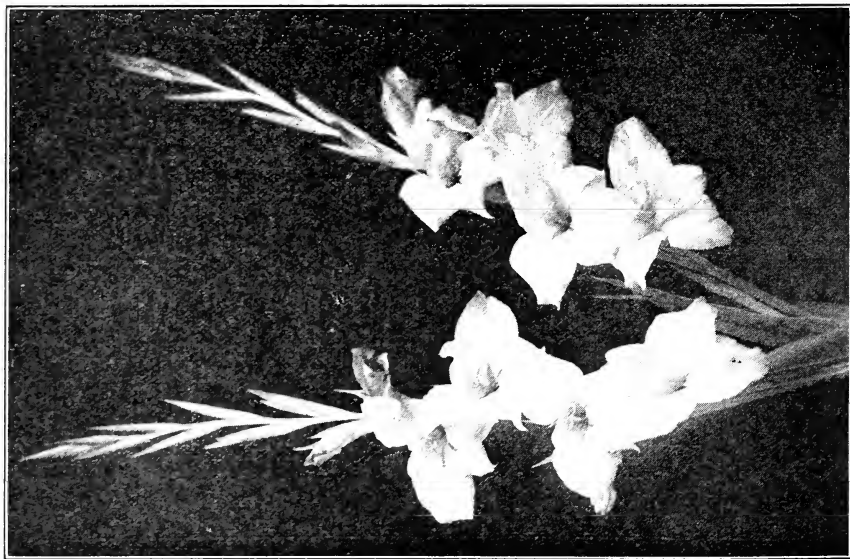
BARON HULOT—Not very large, but that violet blue color at moderate price. Order a dozen or more..... Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.50

BEATRICE—(Bill's Origination) (Prim.) Something entirely new! Appearance and texture of soft crepe paper. Tall, graceful stalks with well opened slightly hooded and frilled blossoms. BEATRICE is eosine pink laid over cream ground. This color is veined over the cream in such a way that the surface has a crinkled effect..... Each 50c; 3 for \$1.25; Doz. \$5.00

BETTY BUNCE—(Bill's Origination) See page 16.

BETTY JOY—(Bill's Origination) See page 17.

BLACK PANSY—(Kunderd) Beautiful rich dark red with pansy like throat. One of the very dark ones..... Each 15c; 3 for 40c; Doz. \$1.50



FASTIDIOUS
Description on page 14



ALLEN V. BUNCE
Description on page 16

- BLUE ISLE**—(Kunderd) After trying many lilac blues, we kept this one as being the best. It gives just the touch of color you want in your garden in mid-summer. Each 25c; 3 for 65c; Doz. \$2.50
- BREAK O' DAY**—(Bill's Origination) See page 18.
- BUDDY**—(Bill's Origination) (Prim.) LaFrance pink, flaked geranium pink. Throat of martius yellow with lines of Pomegranite purple. Tall and early. Each 15c; 3 for 40c; Doz. \$1.50
- CAMEO**—(Bill's Origination) One of the finest Primulinus hybrids yet produced. The soft dainty shades seen in an expensive Cameo. Upper petals LaFrance pink over cream ground with deeper shade on back of petals. The lower petals are Martius yellow shaded off to cream white at tips with a delicate but distinct feather of spinel red. Very tall, straight, early hooded and winged and slightly ruffled. Rated 94% by Gersdorff. See illustrations on page 5. Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$15.00
- CANANDAIGUA RED**—(Bill's Origination) See page 16.
- CANANDAIGUA WHITE**—(Bill's Origination) See page 20.
- CAPTAIN JINKS**—(Bill's Origination) Geranium pink with pinard yellow throat blotches and line of spectrum red on lower petals. Extra strong grower and early bloomer. Each 30c; 3 for 80c; Doz. \$3.00
- CARMALETA**—(Bill's Origination) (Ruffled) Tall and strong with pointed petals. Velvet scarlet shaded to scarlet red at the tips. The ruffled edges have a decided smoky tint. Strong central lines of rich pomegranite purple. Wonderfully striking combination of colors. Large flowers, with several open at a time. Each 50c; 3 for \$1.25; Doz. \$5.00
- CARMINE KID**—(Bill's Origination) Medium size flowers of beautiful rich carmine with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect. Medium size bulbs for landscape work at \$4.00 per 100. Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$6.00
- CHAMELEON**—(Bill's Origination) The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety. See illustration on page 13. Each 75c; 3 for \$2.00; Doz. \$7.50
- CHICADEE**—(Bill's Origination) Very dainty and airy. An extra early variety of merit. Eosine pink with light yellow blotches on lower petals. Slightly hooded and winged with side petals reflexed. Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00
- CITRONELLA**—(Bill's Origination) Nicely ruffled cream flowers with pinard yellow throat and distinct central lines of tyrian rose. Large flowers, and several open at a time. One of those airy graceful varieties so useful for house decoration. Each 30c; 3 for 80c; Doz. \$3.00
- CLEOPATRA**—(Bill's Origination) See page 25.
- CLIO**—(Bill's Origination) (New 1926) An oddity worth while for those wanting something different. A regular big clown. Very large, wide open, light rose with a funny face. Try it! Each 50c; 3 for \$1.25
- COLLEEN**—(Bill's Origination) A fine delicate, light airy type of flower. Light rose shaded to nearly white, deep in the throat. The lower petals have strong central lines of dahlia carmine drawn across a zone of very light yellow. Quite early. Each 10c; 3 for 25c; Doz. \$1.00; per 100, 5.00
- COPPERHEAD**—(Bill's Origination) (Prim.) Tall, straight, slender stalks of medium size flowers, hooded, winged and frilled. Distinct copper tint, being an entirely new shade. The general color is coral red shaded to Antimony yellow in the throat with heavy feather of brownish red. Each 10c; 3 for 25c; Doz. \$1.00
- CREATORE**—(Bill's Origination) See page 20.
- CROWN OF GOLD**—(Bill's Origination) See page 20.

"I had great luck with my Glads last year. They were beauties with only one fault. I didn't buy enough of them."—L. POTTER, Canandaigua, N. Y.

Harry Ferrenberg writes from Ohio: "The Glads that I bought from you last year, sure turned out fine. Opalescent produced five bulbs from three and several hundred bulblets. It sure is some Glad in flower and growth."

"I wish to say your generous treatment has added another customer to your list and it shall bemy pleasure to tell my friends where to buy Gladiolus Bulbs." Gratefully.—J. R., Rochester, New York.



SUMMER DREAM

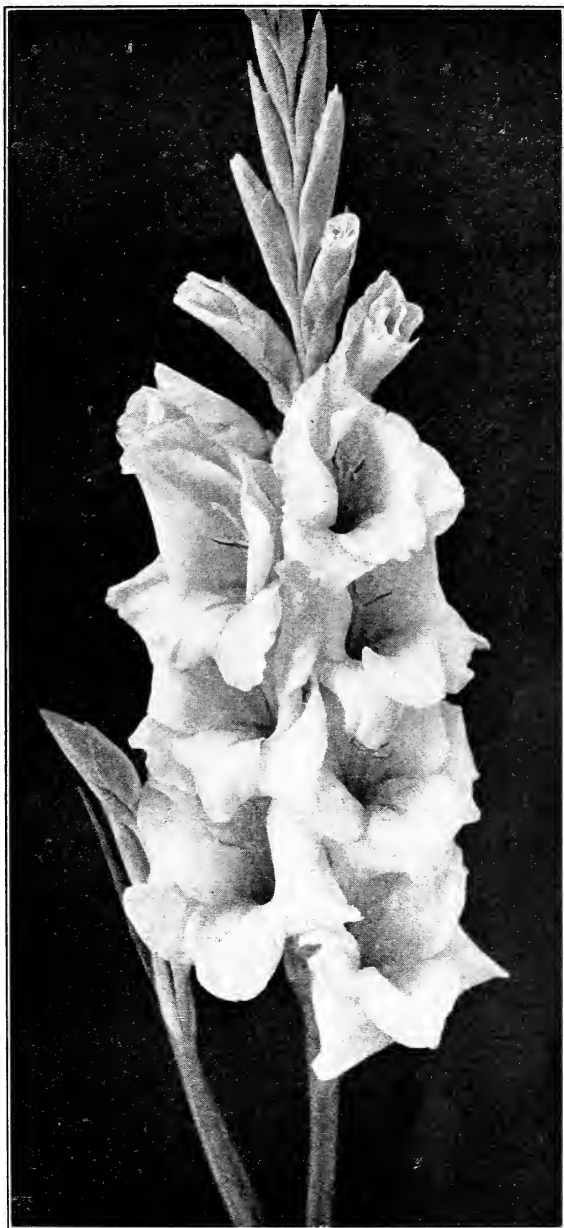
Description on page 21

DANTE—(Bill's Origination) (Prim.) Entirely new in appearance and texture. The general tone is light mallow purple. This color laid over a cream ground in thick veins giving the effect of delicate crepe tissue. A moderate size prim, rather tall grower and usually branched. We strongly recommend this as being a very desirable variety for large mass plantings in landscape designs. Medium size bulbs for landscape work \$10.00 per 100.....
.....Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$15.00

DARDANELLA—(Bill's Origination) (New 1925) This is entirely different from anything else in our list. Flowers are congo pink flaked deep hellebore red at the tips. Strong feather of jasper red on straw yellow throat. Tall and straight with 8 to 10 open flowers placed in double row. Best of the ashen varieties.....
.....Each 50c; 3 for \$1.25; Doz. \$5.00

DARWIN—(Bill's Origination) A new shade in the Primulinus hybrids. Tall straight stalks with good size blooms of pure aster purple. Slight throat markings of pomegranite stippled with cream. Quite early. Rated 91% by Gersdorff.....
.....Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00

DEBUTANTE—(Bill's Origination) (New 1926) Extra large geranium pink. Pure self color, with light throat feather of tyrian rose. Flowers well placed in double rows, with 6 to 8 open at once. Excellent keeper. See illustration on page 30.....
.....Each 50c; 3 for \$1.25; Doz. \$5.00



CLEOPATRA .

Description on page 25

**DU GANNE DELIGHT**

Description on Page 12

**POPULARITY**

Description on Page 33

DELIGHT—(Bill's Origination) (Ruffled) A large, stocky open ruffled flower with pointed petals. Venetian pink with creamy white throat. Several open flowers at a time make a massive spike. Each 40c; 3 for \$1.00; Doz. \$4.00

DEWDROP—(Bill's Origination) Early Primulinus Hybrid of Marguerite yellow with striking throat lines of amaranth purple. Many flowers open at a time. Only partly hooded. Very strong and prolific. Excellent for landscape plantings. Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00,

DIXIE MAID—(Bill's Origination) Pale hermosa pink flaked begonia rose. Small picric yellow throat blotch. Very dainty and beautiful. Early! Each 20c; 3 for 50c; Doz. \$2.00

DU GANNE DELIGHT—(Bill's Origination) (New 1926) Extra large ruffled variety. Cream flushed cameo pink shading to rose pink at edges of the petals. Strong central lines of amaranth purple. Sturdy strong plants with long flower heads and several massive blooms open at a time. Thick petals and fine keeper. See illustration on page 12. Each 50c; 3 for \$1.25; Doz. \$5.00

EARLY LADDIE—(Bill's Origination) One of the early ones. Soft geranium pink shaded to barium yellow in the throat. Central lines of carmine on the lower petals. Good size, wide open and Extra Early. Each 40c; 3 for \$1.00; Doz. \$4.00



CHAMELEON

Description on page 9



NOBILIS

Description on page 16

EARLY LASSIE—(Bill's Origination) Ivory white with a faint flush of lilac on upper petals. Lower petals primrose yellow, much smaller and reflexed with central lines. Strong grower and often branched and the earliest we have..... Each 50c; 3 for \$1.25; Doz. \$5.00

EARLY ONE—(Bill's Origination) (New 1925) One of the earliest to flower and valuable as an early market variety. Subdued begonia rose, amber yellow throat stippled with aster purple. Flower wide open with reflexed petals..... Each 20c; 3 for 50c; Doz. \$2.00

ELAINE—(Bill's Origination) See description with LANCELOT on page 25.

ELEGANT BEAUTY—(Kunderd) (Prim.) Large ruffled salmon blooms. Excellent for cutting. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$9.00

ELFIN—(Bill's Origination) (Prim.) General tone is saffron pink, melting away to maise yellow in the throat with delicate feather of nopal red. A dinner table decoration of Elfin at the A. G. S. Show in Rochester constituted one of the most effective displays at the show and caused most favorable comment..... Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$6.00

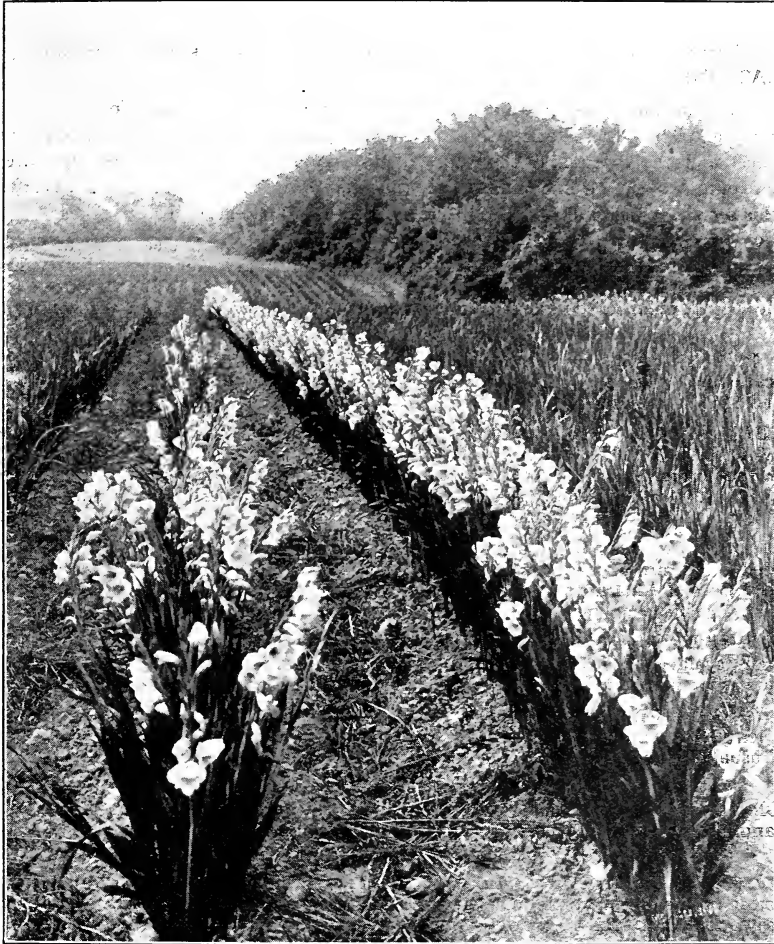
ELSYANNA—(Bill's Origination) Withdrawn from sale for propagation.

EVANGELINE—(Bill's Origination) Large, well expanded flowers of spinel pink with distinct carmine feather on straw yellow throat. A combination of new shades..... Each 75c; 3 for \$2.00; Doz. \$7.50

- EVELYN KIRTLAND**—(Austin) Very tall, straight and graceful shell pink shading to rosy pink at the edges. Fine!..... Each 10c; 3 for 25c; Doz. \$1.00
- FASTIDIOUS**—(Bill's Origination) Very large open flowers of delicate shell pink shaded to ivory white at the throat. Very airy and graceful. One of the finest new glads. Attracted much attention at the A. G. S. Exhibits in Rochester and New York City. A rather late bloomer. Rated 92% by Gersdorff. See illustration on page 8..... Each 50c; 3 for \$1.25; Doz. \$5.00
- FLORAL TRIBUTE**—(Bill's Origination) (New 1925) One of the varieties which won the Harry L. Davis Cup at Rochester in 1923. A large cream yellow primulinus. Very strong grower with tall straight spikes. Most attractive in large fancy baskets..... Each 40c; 3 for \$1.00; Doz. \$4.00
- FLORENTINA**—(Bill's Origination) Tall and strong with many extra large flowers open at once. Soft pink with maroon silvered throat. Extra fine! Rated 96% by Gersdorff..... Each 30c; 3 for 80c; Doz. \$3.00
- FLORESCENCE**—(Bill's Origination) (New 1925) This is one of the varieties we have been developing especially for large landscape plantings. It is always erect, medium height, producing many flowers. Nearly all flower spikes have 2 or 3 lateral branches and each bulb sends 2 or 3 shoots. Blooming period is from 6 to 8 weeks long. General color is cream lightly flushed with rose pink on petal tips. Throat is shaded to Barium yellow. Supply limited. See illustration on page 15..... Each 25c; 3 for 65c; Doz. \$2.50
- FLORETTA**—(Bill's Origination) (New 1925) Tall straight spikes of ivory yellow with wax yellow throat. Fine for cut flowers. Extra good keeper. For style see illustration on page 34..... Each 35c; 3 for 90c; Doz. \$3.50
- FRECKLES**—(Bill's Origination) (Prim.) Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon with a pazeley effect. Large open flowers and a sure bloomer. Always stands erect. Always good regardless of weather conditions. One of the best for large landscape plantings. See illustration on page 26. Medium size bulbs \$2.00 per 100..... Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00
- GALAXY**—(Bill's Origination) (Ruffled) Large ruffled cream flowers flushed with pale lavender violet. The throat is naples yellow with distinct feather of amaranth purple. Extra strong, ruffled, well open and petals reflexed at the tips... Each 50c; 3 for \$1.25; Doz. \$5.00
- GEORGIANNA**—(Bill's Origination) Extra good late bloomer. Light eosine pink with delicate throat of spinel red. Large flowers of good substance..... Each 15c; 3 for 40c; Doz. \$1.50
- GLADDIE BOY**—(Bill's Origination) See page 25.
- GLORIA**—(Bill's Origination) Extra tall, strong and straight. Rose doree shaded to geranium pink in the throat. A light yellow zone on the lower petals. Extra fine for florist trade. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$8.00
- GOLD DROP**—(Kunderd) (Ruffled Prim.) Extra large pure yellow with beautiful red line on lower petals. Ruffled and grand..... Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$10.00
- GOLDEN GLORY**—(Kunderd) (Ruffled) A deep golden yellow ruffled variety. Strong and tall..... Each 15c; 3 for 40c; Doz. \$1.50
- GOLDEN MAID**—(Bill's Origination) See page 16.
- GOLDINA**—(Bill's Origination) (New 1925) Grows very tall and straight. Early ruffled naphthalene yellow with striking blotch of amaranth purple. Strong grower and usually produces lateral branches..... Each 30c; 3 for 80c; Doz. \$3.00
- GREGORMENDEL**—(Bill's Origination) (Prim.) A new shade in Gladiolus. Almost a pure self color of Rhodamine purple lightly flaked aster purple. A distinct style is given by the petals being nearly always arranged in reverse form instead of the standard arrangement. Each 25c; 3 for 65c; Doz. \$2.50
- GRETCHEN ZANG**—(Austin) Large, sparkling blooms of soft pink. A winner at all Flower Shows..... Each 10c; 3 for 25c; Doz. \$1.00
- GYPSY BUTTERFLY**—(Bill's Origination) (New 1925) Vivid deep spectrum red with large throat blotch and feather. The blotch resembles a beautiful large butterfly in the center of each flower. Well opened flowers, long spikes, slight frill and strong grower..... Each 40c; 3 for \$1.00; Doz. \$4.00

Landscape Glads

Border and Mass Effects



FLORESCENCE

Description on page 14

Recommended as best for Landscape Plantings

- | | |
|--------------------------------|----------------------------|
| Albion - Salmon pink | Freckles - Orange salmon |
| Alice Tiplady - Orange Saffron | Kokomo - Dark red |
| Ariel - Cream white | Lucette - White |
| Carmine Kid - Carmine | Mary Pickford - Cream |
| Chicadee - Eosine pink | 1910 Rose - Rose |
| Dante - Malloy purple | Revue - Flushed pink |
| Dewdrop - Light yellow | Scarlet Princess - Scarlet |
| Florescence - Cream | Von Sion - Deep Yellow |

Connoisseur Section

In previous years we have received many requests to supply a list of the best among BILL'S ORIGINATIONS.

The Gladiolus Connoisseurs want the rare and unusual varieties and for their convenience we are listing on pages 16 to 25 under the above heading those of our previous introductions which seem to meet with the approval of the most exacting customers. Two of these pages are devoted to our most outstanding new introductions for the year 1926. It has been our endeavor to include none in this section which will not stand in the front rank of their respective types.

ALLEN V. BUNCE—(Bill's Origination) Livid orange yellow with clear central lines of deep claret. Large well expanded winged flowers gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. Destined to become immensely popular as soon as there is stock available. See illustration on page 8.....
.....Each \$1.50; 3 for \$4.00; Doz. \$15.00.

BETTY BUNCE—(Bill's Origination) Pale lilac flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight with large flowers of excellent substance. Rated 95% by Gersdorff.....
.....Each \$1.00; 3 for \$2.50; Doz. \$10.00.

CANANDAIGUA RED—(Bill's Origination) Winner of 1st Prize for the best new seedling at the A.G.S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade slightly lighter than true carmine. Among the thousands exhibited at St. Thomas, Ont., there were none of this same shade. Strong grower, large massive spikes, wonderful individual flowers. A stunning acquisition to the red class. Rated 97% by Gersdorff.....
.....Each \$5.00; 3 for \$12.00.

GOLDEN MAID—(Bill's Origination) (New 1925) Beautiful ruffled large Marguerite yellow shaded to primrose yellow in the throat. Usually 4 or 5 wide open flowers with distinct central lines of Amaranth purple on lower petals. Extremely vigorous grower, broad foliage and strong flower spikes.....
.....Each \$1.00; 3 for \$2.50; Doz. \$10.00.

LA ROSE—(Bill's Origination) (New 1925) A pure self color of deep Tyrian Rose with extremely velvety surface. Heavy petals, good foliage, excellent form, wide open flowers. A new variety that is sure to please the most exacting fancier.....
.....Each \$2.00; 3 for \$5.00.

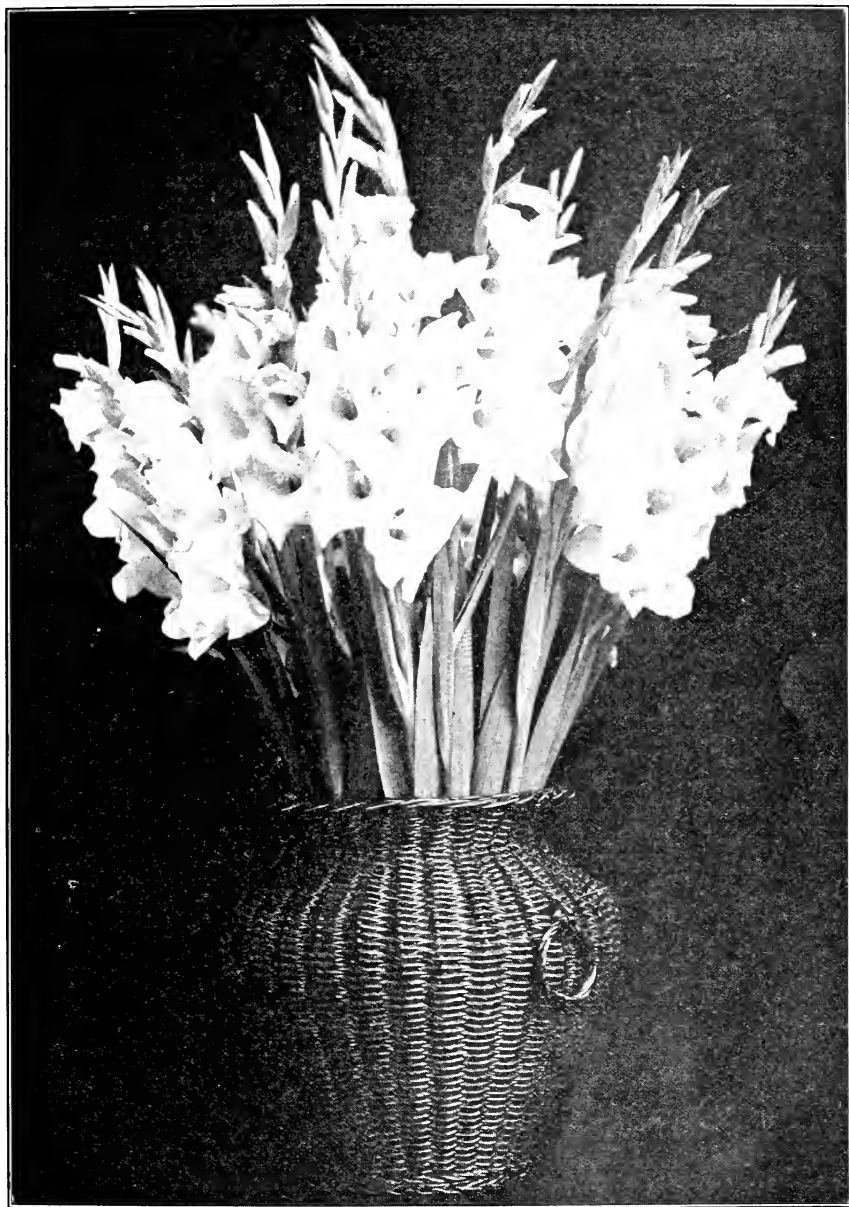
MILADY—(Bill's Origination) (Ruffled) Extra tall, strong ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong, prolific grower and usually branched. Rated 98% as a commercial variety by Gersdorff.....
.....Each 40c; 3 for \$1.00; Doz. \$4.00; per 100, \$24.00.

NACOOMEE—(Bill's Origination) The name given this variety is an Indian name meaning "Handful of Flowers." One spike is surely a handful or even a whole bouquet. The general tone is lavender with various shades and tints.....
.....Each 75c; 3 for \$2.00; Doz. \$7.50.

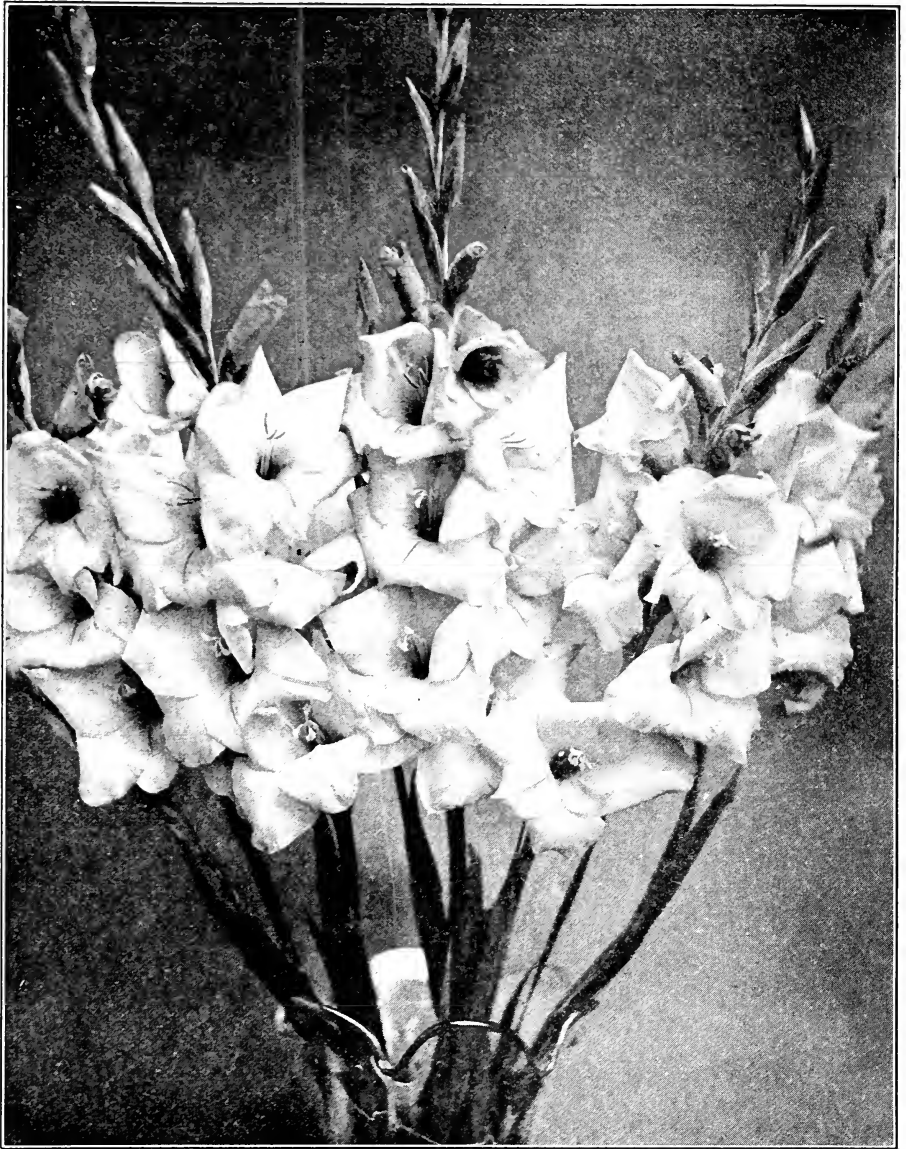
NOBILIS—(Bill's Origination) One of those velvet deep reds. It does not fade in wet weather, as most others of this type do. Ridgeway's Color Chart calls it Amaranth purple. Many massive frilled flowers open at a time. See illustration on page 13.....
.....Each 75c; 3 for \$2.00; Doz. \$7.50.

OPALESCENT—(Bill's Origination) Wonderful spikes of very large pale rose lavender. A pure self color with soft lilac throat lines. A vigorous grower with excellent foliage and strong, straight bloom stalks. Flowers well placed with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named. One of the best in our list for cutting and shipping. Gives excellent results as a variety for greenhouse forcing. See illustration on page 29. Rated 97% as a commercial flower by Gersdorff. OPALESCENT received Special Award of Merit by the American Gladiolus Society in 1924.....
.....Each 50c; 3 for \$1.25; Doz. \$5.00.

PICCADILLY—(Bill's Origination) Pure creamy yellow, with amber throat. Wonderful Strong spikes with many large flowers open at a time. This is one of the finest we have to offer. Rated 98% as a commercial variety by Gersdorff. See illustration on page 6.....
.....Each 75c; 3 for \$2.00; Doz. \$7.50.



BETTY JOY—(Bill's Origination) Named for the flower of our household, now four years old. Won honorable mention at Rochester A.G.S. Show as a commercial cut flower variety. Soft creamy white flushed LaFrance pink. Strong grower, long flower spikes with 6 to 10 perfect flowers opening at a time. Rated 97% as a commercial flower by Gersdorff. Also see illustration on the front catalogue cover..... Each \$1.50; 3 for \$4.00; Doz. \$15.00.



BREAK O' DAY—(Bill's Origination) The above cut will give some idea of the size and beauty of this variety. It is really one of the very finest Glads we have ever seen. Massive spikes with several flowers opening at a time. Blooming extra early, it's soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals with delicate central lines of brazil red. The most striking extra early variety ever produced. We offer cormels at \$1.50 each.....**Each \$15.00; 3 for \$40.00.**

Connoisseur Section

PINK PRIDE—(Bill's Origination) (New 1925) This produces a very large loose flower head with 6 to 8 massive flowers open at once. Good vigorous grower. Rosolane pink, flushed and flaked with Tyrian pink. An Extra Fine New Glad. Each **\$1.00; 3 for \$2.50; Doz. \$10.00.**

PRIORITY—(Bill's Origination) Tall, straight and strong. Large open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy delicate variety of almost self color. Rated 98% by Gersdorff both as an exhibition and a commercial flower. A sure Winner. Has given excellent results for greenhouse forcing. Each **50c; 3 for \$1.25; Doz. \$5.00.**

ROBINHOOD—(Bill's Origination) Immense massive blooms of LaFrance pink tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Early bloomer. Rated 94% by Gersdorff. Each **\$1.50; 3 for \$4.00; Doz. \$15.00.**

SERRATA—(Bill's Origination) This is an entirely new type with the petals serrated or laciniated on the edges. This type first appeared among my seedlings in 1919 and through careful breeding I now have many others to offer in the future. The flowers are of good size and a clear cream color. Besides its unique beauty it is valuable to the breeder for producing others of this type. Strong, healthy grower, good seed producer and multiplies well. Each **\$7.50; 3 for \$18.00.**

SONNENBERG—(Bill's Origination) Named in honor of the wonderful Sonnenberg Estate located in Canandaigua. Massive spikes of creamy pink lightly flaked with lavender pink. The pink shade melts away to a soft yellow at the throat. Magnificent for exhibition or cut flower purposes. Stock limited. Not more than three to a customer. Each **\$10.00; 3 for \$25.00.**

STARLIGHT—(Bill's Origination) Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranate on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb. STARLIGHT received a Special Award of Merit by the A.G.S. in 1924. See illustration on page 26. Each **50c; 3 for \$1.25; Doz. \$5.00.**

TAJ MAHAL—(Bill's Origination) (New 1925) One of the most beautiful buildings in India was erected as a memorial to the Princess Taj Mahal. The style of its architecture is unique and it is constructed entirely of white marble inlaid with mother-of-pearl. A missionary returned from India suggested that we name this new production TAJ MAHAL (Pearl of the World) as its white with the flush of mother-of-pearl was suggestive of the memorial to the Princess. Round blossoms, well opened and early. Each **\$1.50; 3 for \$4.00.**

THE ARISTOCRAT—(Bill's Origination) This is a true Aristocrat among the hundreds of new ones. Large strong massive spikes of most delicate coloring. A pale saffron pink flaked deep orange with cream throat and a very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. Each **\$5.00; 3 for \$12.50.**

THEDA—(Bill's Origination) EARLIER THAN HALLEY. GREAT FOR FORCING! Large open flowers, well placed on tall stems. Most delicate Shrimp pink gradually blending to soft Pinard Yellow in the throat with pansy violet lines on the lower petals. Retail florists use it for fancy trade. Garden enthusiasts rave over it. Rated 95% as a commercial flower by Gersdorff. See illustration on page 32. Each **40c; 3 for \$1.00; Doz. \$4.00.**

TRIUMPHO—(Bill's Origination) (New 1925) Light marguerite yellow shaded to primrose yellow in the center. Hooded and winged, neat ruffle, 8 flowers opening at once. Strong straight spikes. Each **\$1.00; 3 for \$2.50; Doz. \$10.00.**

WARRIOR—(Bill's Origination) Deep velvet maroon with yellow medial dashes. Robust and strong with large well expanded blooms. Planted in May it does not bloom until late September. Unequaled for an extra dark red. Should be planted very early. Rated 97% by Gersdorff. Each **\$1.00; 3 for \$2.50; Doz. \$10.00.**

Connoisseur Section

Fourteen New High Class Glads for 1926

BAMBINO—(Bill's Origination) Having in mind of course "Babe, the King of Swats," this one makes a hit "good for the circuit." Husky? Sure! Seven inches across and then some. Stems sometimes irregular. Rich rose pink with large heavy velvet Tyrian rose feather. Extra strong with 14 to 16 buds per spike. **Each \$2.00; 3 for \$5.00**

CANANDAIGUA WHITE—(Bill's Origination) A seedling from Europa as one of the parents. Stronger constitution, taller spikes, and better for cut flower production. **Each \$2.00; 3 for \$5.00.**

CREATORE—(Bill's Origination) The world famous musician and band leader Guiseppe Creatore chose this one as his ideal among Glads. With his permission we have named it CREATORE. With ordinary field cultivation the first flowers frequently measure 7" across. Robust, imposing and wonderfully thick substantial petals make it an extraordinary acquisition. Produces tall strong spikes with 16 to 18 buds about mid-season. It is a clear self color, Rose doree with a throat line of carmine red. Stock is very limited and we are offering only blooming size bulbs this season, 1 inch and upward. **Each \$25.00.**

CROWN OF GOLD—(Bill's Origination) Pure straw yellow, tall, large flowers placed in a single row. Frequently 10 to 12 flowers open at once. One spike on exhibition at the A.G.S. Show in Rochester, 1925 made a hit with those who know Glads. Only flowering bulbs, 1 inch and up for sale this season. **Each \$10.00; 3 for \$25.00.**

HALCYON—(Bill's Origination) A very strong grower, always straight, and throwing flower spikes with 18 to 24 buds. Unusual in the length of the flower head and it opens 6 to 8 large flowers at a time. Regular arrangement of flowers on the stem, spacing perfect. A beautiful soft rose pink shading deeper toward the petal tips. Ideal exhibition and florist type. **Each \$5.00; 3 for \$12.50.**

HARVEST MOON—(Bill's Origination) Marguerite yellow shaded deeper at the center which carries a faint line of Chinese violet. Strong vigorous growth with 16 or more buds. Flowers placed in a double row, facing properly and of good size. Excellent substance, good keeper, opening 8 or more flowers at once. **Each \$1.00; 3 for \$2.50.**

HOPEWELL WHITE—(Bill's Origination) Another pure white, with vigorous, strong growth, well formed spike, good large flowers. We believe this will prove an excellent forcing white as it never shows any flaking of color. **Each \$2.00; 3 for \$5.00.**

KING MIDAS—(Bill's Origination) Not exactly the color of the gold hoarded by King Midas, but a pure picric yellow with a very faint line of Garnet brown in the center. The largest we have ever seen of the primulinus form. Not a commercial variety, but an odd and attractive novelty for the fans. **Each \$1.00; 3 for \$2.50.**

OH BOY!—(Bill's Origination) When you see this variety in flower you will fully realize the significance of the name. Your exclamation of delight will prolong the "Oh!" and follow with a sharp explosive "Boy." A brilliant red, self color without markings. Flowers 7" or more across and petals extremely thick. Sometimes with 4 or 5 of these mammoth flowers at a time it gives the impression that the limit of development has been reached. Even with this mass of flowers the stalk is strong enough to hold it erect. Flowers are wide open and the petals are broad rather than narrow and pointed. Only blooming size, 1" and up for sale this year. **Each \$25.00**

Connoisseur Section

"ROTARY" PINK—(Bill's Origination) Bright eosine pink, throat feathered rose doree, with dainty white medial dash. Opens 4 to 6 large well expanded blooms at a time Each \$1.00; 3 for \$2.50; Doz. \$10.00.

SUMMER DREAM—(Bill's Origination) Our records of the exact color have been mislaid, but it is one of those soft glistening pink varieties which every one admires. The illustration on page 10 shows the form of the florets and the arrangement on the stem Each \$2.00; 3 for \$5.00.

SUNBURST—(Bill's Origination) In our display exhibition at Rochester 1925 a basket of SUNBURST attracted an unusual amount of attention. It is one of those entrancing saffron and yellow combinations which one cannot pass without stopping to admire. Although of primulinus origin the flowers are wide open, of good size and substance. The stems are wiry and gracefully curved which adds to its effectiveness for vase and basket decoration Each \$1.00; 3 for \$2.50.

WHITE ORCHID—(Bill's Origination) It will be difficult for us to convey to you the extreme grace, beauty and style of this variety without an illustration. The color is a pure cream white. The wing petals stand well open, measuring 4 to 5 inches across. The upper central petal gracefully curved forward. The three lower petals are somewhat smaller. All petals most beautifully frilled and of heavy substance which holds up well under adverse conditions. The type of the flower immediately gives the impression of an orchid by its extreme grace and poise. It is a strong grower and blooms rather early. Ours were nearly all gone before the Rochester show in August. Only blooming size 1 inch and up to offer this year Each \$25.00.

WHITE PREMIER—(Bill's Origination) The finest of the new white varieties we are offering. Pure white without markings or flakings. Strong constitution, massive heavy flower heads. We have not seen a pure white to equal this one Each \$5.00; 3 for \$12.50.

All of the fourteen varieties listed above are our latest productions.

Cormels and planting stock not for sale.

Each one is worthy of a place among the WORLD'S BEST.

Special offer Number 1: One each of the above fourteen varieties for . . . \$90.00.

Special offer Number 2: One each of the above, without, CREATORE, OH BOY, and WHITE ORCHID for \$25.00.

UNSOLICITED

"I am growing fifty-five of your varieties, I doubt if any other chance collection of fifty-five varieties from one originator would show as large a percentage of really pleasing kinds. The most striking and beautiful spike produced was "Red Jacket." It fairly took the breath from all who saw it. Personally my choice has been "Revue" and it seems to me that you do not stress this variety enough. Norwalk was another that more than pleased all who saw it. Cleopatra was magnificent and gigantic. Quaker Maid has an odd habit of not quite unfolding the outer petals, but it lasts best and will stand the hot sun and wind better than any of the rest. A mighty good cut flower sort. "Spring Maid" is pleasing for cut flowers, as are "Sibyl" and "Lucette." "Robin Hood" was greatly admired as was "Parader." "Theda," nearly the color of "Jewell" is much its superior. Take it all the way I am very much pleased with the collection I have. Will add to it before planting time. Paul L. Ward, Plantsman, Hillsdale, Mich.

"Chameleon is a very rare color, strong grower, good spike. I consider it one of the best in my garden."—J. E. CARTER, Guelph, Ont., Canada.

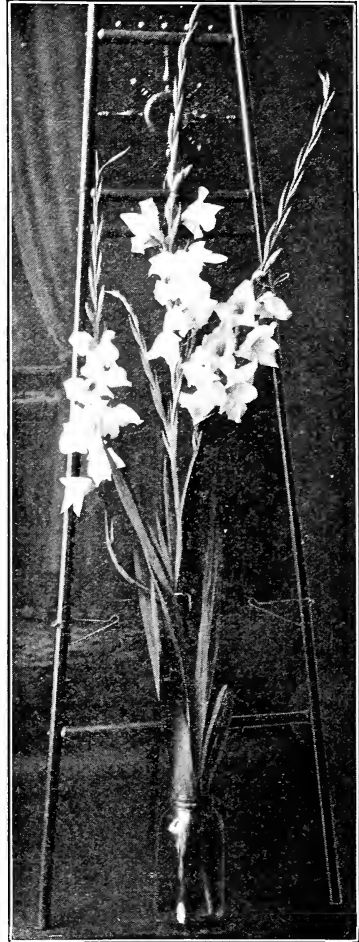


GLADDIE BOY

(See description on page 25)



In the Garden Six Feet Tall



After Cutting Four to Five Feet

VANITY

(Bill's Origination)

Delicate LaFrance Pink flushed over cream ground. Very large flowers of airy graceful type with slightly reflexed petals.

Unsurpassed for large baskets.

Prize Winner

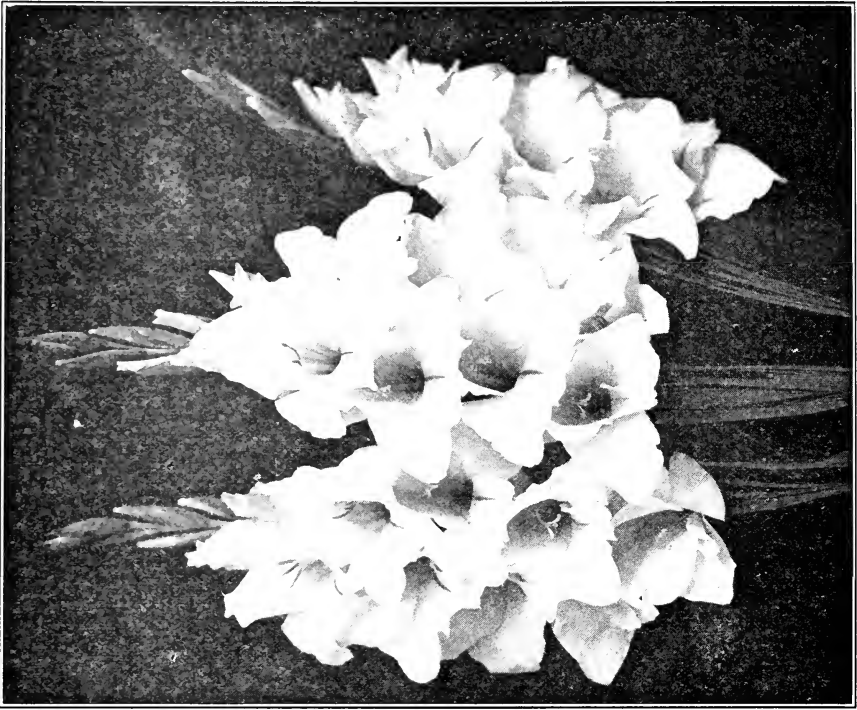
Won first prize at A.G.S. Show in N.Y. City for handsomest floor basket.

Money Maker

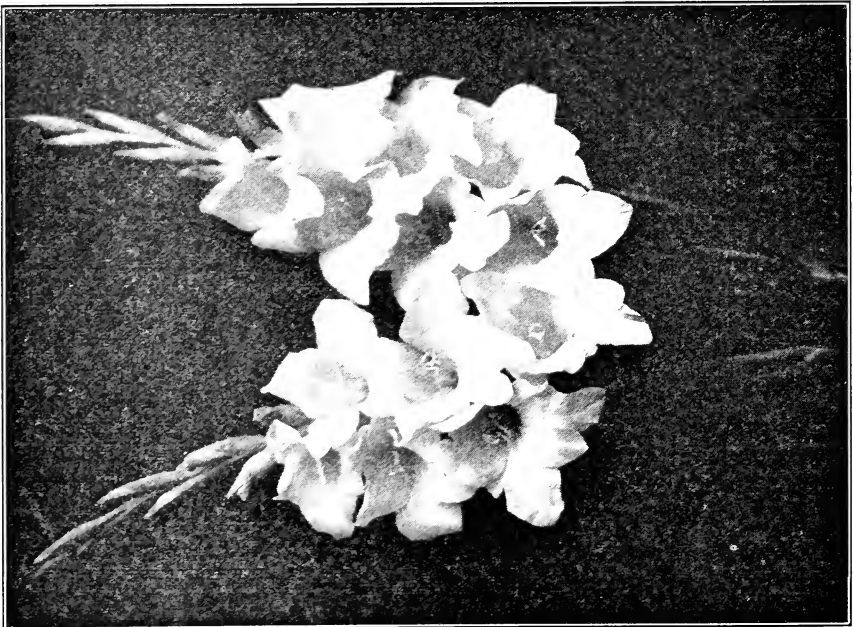
The sensation of the New York Wholesale cut flower market.

Awarded First Class Certificate by the American Gladiolus Society in 1924.

Strong vigorous grower. Large perfect bulbs and produces many large bulblets which germinate readily. Each 35c; 3 for 90c; Doz. \$3.50; per 100, \$20.00.



ELAINE



LANCELOT

Connoisseur Section

GLADDIE BOY—(Bill's Origination) This variety was one of the outstanding new productions at the New England Gladiolus Society Exhibition at Boston in 1924. The Massachusetts Horticultural Society voted a Special Award of Merit. At the American Gladiolus Exhibit in New York City, GLADDIE BOY was again in evidence, winning the class of the "Most Beautiful Basket of Glads" as well as the class for the "Most Artistic Table Decoration." It is of the semi-primulinus type retaining the delicate characteristic coloring. Flowers are well expanded with only a slight hooded effect. Mature bulbs throw spikes with 18 to 20 buds, and opening 6 to 8 perfect flowers at a time. The color is very distinctive, the general effect being a Grenadine pink gradually blending with straw yellow deep in the center. The petals are most gracefully frilled. See illustration on page 22. . . . Each \$7.00; 3 for \$18.00.

LANCELOT AND ELAINE—(Bill's Origination) In Tennyson's "Idylls of the King" two characters are portrayed. LANCELOT, the lordly knight and ELAINE the lily maid of Astolat. LANCELOT, a tall robust livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful. ELAINE, the Fair and Lovable, a beautiful lily white with faint lilac at the throat. Both produce wonderfully strong full spikes of blooms and make a superb combination. See illustration on opposite page. ELAINE was awarded First Class Certificate by the American Gladiolus Society in 1924. LANCELOT or ELAINE. . . . Each \$1.00; 3 for \$2.50; Doz. \$10.00. One of both kinds for \$1.75.

CLEOPATRA—(Bill's Origination) (Ruffled) Very deep yellow. Large massive spikes. Heavy substance. Created a sensation at the Rochester Exposition. Rated 98% as an exhibition variety by Gersdorff. See illustration on page 11. . . . Each \$2.00; 3 for \$5.00; Doz. \$20.00.

Special Offer No. 3: One each of the 28 varieties on pages 16, 17, 18, 19, 23 and 25, Total \$71.40 for \$60.00.

Special Offer No. 4: Same as above without, BREAK O' DAY, SERRATA and SONNENBERG. Total \$38.90 for \$32.00.



"After seeing the many new creations, my interest has become renewed, and in this respect I wish to say that of the many wonderful varieties on display, your "Allen V. Bunce" impressed me as greatly as any, notwithstanding, there were others ranging up to \$100.00 per bulb."—A. F. HUENISCH, St. Paul, Minn.

"Opalescent and Cleopatra created as much of a sensation here as Phipps, Bennett and Ford and they look like they should be real comers after they are as well known as the others."—By TRACEY E. BARBER, Grand Forks, N. D.

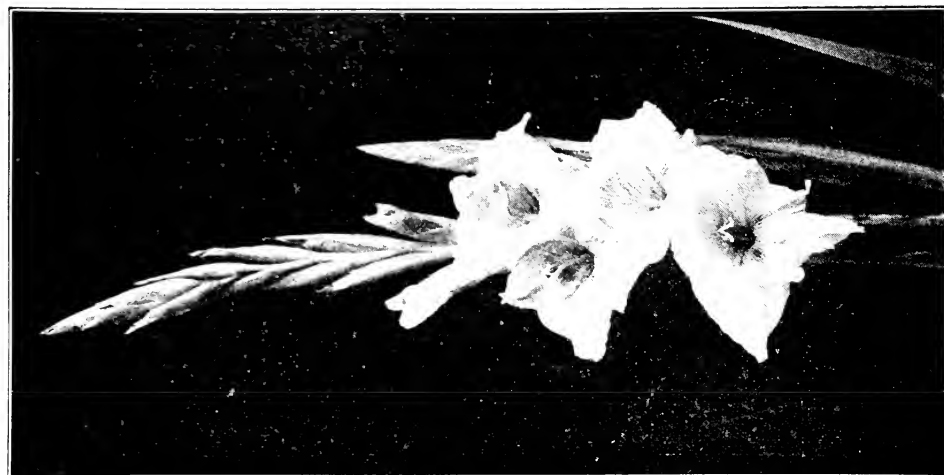
"I planted one bulb of Gladdie Boy last spring. It threw a 5½ foot spike and on the third morning of bloom there were ten wonderful large blooms on the spike Lording over the Glad Domain. There were no others to dispute their reign. Some Glad; I'll tell the world.—ERNEST S. CLARK, The Windsor Gardens, Windsor, Conn.

"The Opalescent bulb you sent me produced wonderful bloom spikes, that could look you right in the eye. And another good point is, it does not blow over easily."—By Mrs. ANSON A. SMITH, Watkins, N. Y., RFD No. 2.

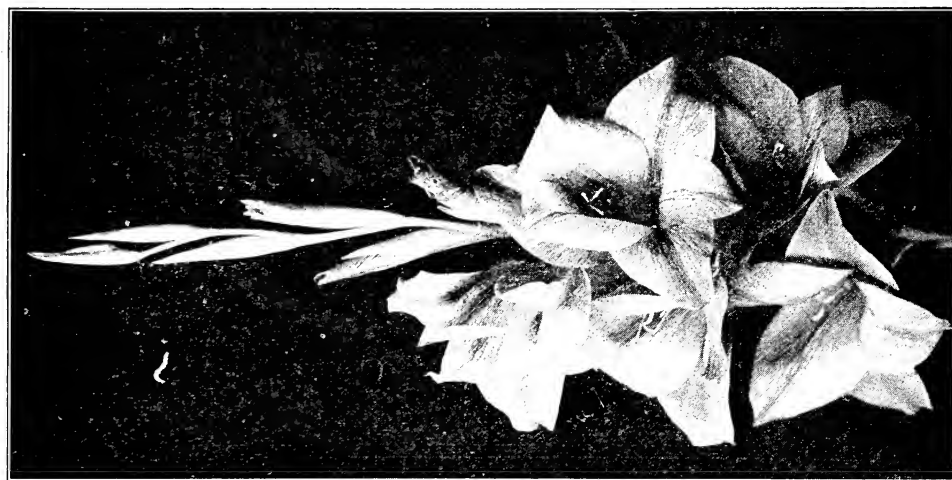
"THE ARISTOCRAT impressed me as one of the daintiest Glads I have ever seen. It's unique and distinctive coloring verifies your good judgment in naming it, for it surely is an Aristocrat among Gladiolus."—L. MERTON GAGE, Natick, Mass.

"Norwalk has a spike 38" after leaving liberal foliage to mature bulb. Flowers 6" across, splendid color, very straight spike. This is a good one with me."—J. E. CARTER, Guelph, Ont., Canada.

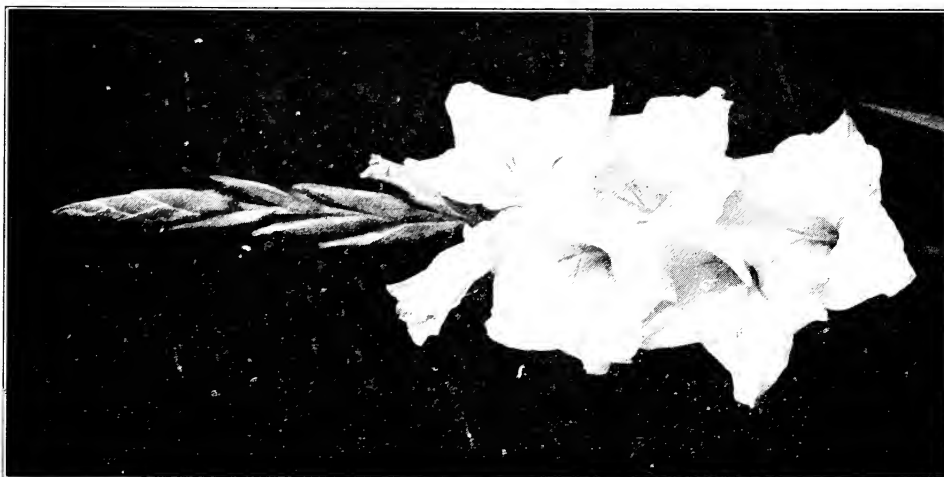
"Had some wonderful spikes of JASPER but the finest thing of all was FASTIDIOUS."
—Dr. F. E. BENNETT, St. Thomas, Ont., Canada,



STARLIGHT
Description on page 19

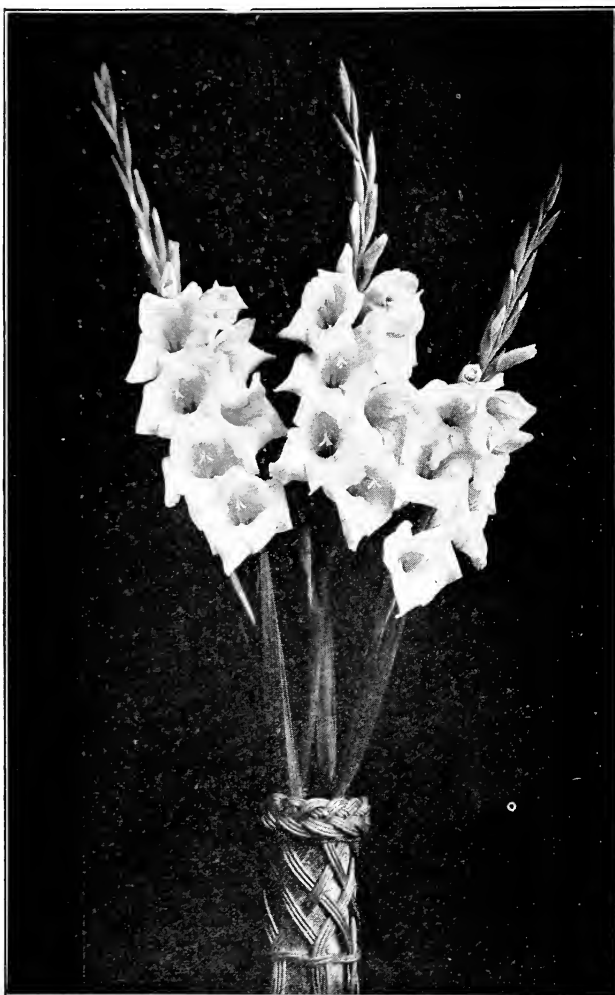


FRECKLES
Description on page 14



VICTOR
Description on page 37

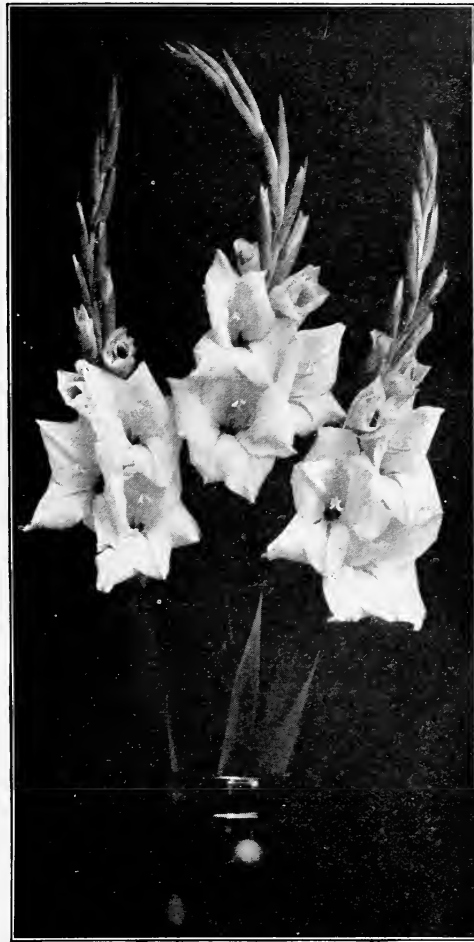
- HALCYON**—(Bill's Origination) See page 20.
- HALLEY**—Large, early salmon pink. Best of the standard early varieties for the cut flower market. Each 5c; 3 for 15c; Doz. 50c; per 100. \$3.00
- HARVEST MOON**—(Bill's Origination) See page 20.
- HERADA**—(Austin) A glistening clear lavender, known as mauve shade. This has become a favorite. The best of the Austin Originations. No collection complete without it. Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$5.00
- HILDA**—(Bill's Origination) (New 1926) A big husky geranium pink with light throat. Each 30c; 3 for 80c; Doz. \$3.00
- HIS MAJESTY**—(Bill's Origination) (Prim.) I almost named this "His Satanic Majesty" as that is what the color suggests. Very rich, deep, velvet scarlet. Each 15c; 3 for 40c; Doz. \$1.50
- HONEY BOY**—(Bill's Origination) (Prim.) Neat tall spikes of naphthalene yellow flowers. Good size and substance. Each 10c; 3 for 25c; Doz. \$1.00
- HOPEWELL WHITE**—(Bill's Origination) See page 20.
- HUMDINGER**—(Bill's Origination) Extra large heavy massive blooms of begonia rose flaked with scarlet. Beautiful throat markings of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance. Rated 92% by Gersdorff. Each \$1.50; 3 for \$4.00
- HYDRA**—(Bill's Origination) Tall, straight spikes of pure white with distinct throat blotches of rhodamine purple. Many flowers open at a time. Excellent for florist trade. Each 5c; 3 for 15c; Doz. 50c
- INTENSITY**—(Groff) A bright scarlet with silvery throat markings of white. Makes a fine show in the garden. Medium size bulbs \$2.00 per 100. Each 10c; 3 for 25c; Doz. \$1.00
- IRENE**—(Bill's Origination) Large open flowers of begonia rose with beautiful large velvety blotches of deep carmine. Striking flower. Rated 91% by Gersdorff. Each 15c; 3 for 40c; Doz. \$1.50
- JACOBA VAN BEYREN**—(Heemskerk) A recent importation of merit. Extraordinary violet self color, well placed on tall spike. A winner at the A. G. S. Show in 1925. Each 50c; 3 for \$1.25; Doz. \$5.00
- JASPER**—(Bill's Origination) A sturdy, strong grower with large well placed flowers of Jasper red with waved petals. Very heavy distinct feather of velvety amaranth purple spread over beautiful light zones of clear yellow. Early and prolific. Rated 93% Exhibition by Gersdorff. Each 25c; 3 for 65c; Doz. \$2.50
- JENNY LIND**—(Hoeg) Shrimp pink deepening to geranium pink at tips of petals. Ruffled and petals reflexed at tips. Compact spike makes it one of the best for floral work. Each 30c; 3 for 80c; Doz. \$3.00
- KING MIDAS**—(Bill's Origination) See page 20.
- KOKOMO**—(Bill's Origination) Rich velvety shade of pomegranite purple with large striking blotch of light yellow. Dainty carmine lines across the yellow blotch on lower petals. Entirely different shade than anything else in our collection. Nearly every bulb sends two or three bloom stalks. First shoots bloom rather early and the other shoots keep coming on at intervals. A row of these gave us flowers for two months. A wonderful variety for landscape decoration. Medium size bulbs for landscape planting. \$6.00 per 100. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$9.00
- LA COURONNE**—Another French introduction with large creamy yellow flowers and rich gar net throat blotches. Opens 6 to 8 flowers at once. Each 20c; 3 for 50c; Doz. \$2.00
- LANCELOT**—(Bill's Origination) See page 25.
- LA ROSE**—(Bill's Origination) See page 16.
- LEMARCHAL FOCH**—A European variety of great beauty. Same shade as America but a better grower and larger flowers. Each 20c; 3 for 50c; Doz. \$2.00
- LEMON KING**—(Bill's Origination) (Prim.) Pure lemon yellow. Very tall with many blooms open at a time. Local florists took all blooms last season. Excellent for cutting. Rated 91% by Gersdorff as a commercial variety. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.00
- LITTLE BILL**—(Bill's Origination) "Little, but OH! My!" Just the daintiest little prim you ever saw. Perfect open type, slender stem with soft creamy florets. Wonderful for use in a rose bud vase. Each 10c; 3 for 25c; Doz. \$1.00



LUCETTE

Description on page 28

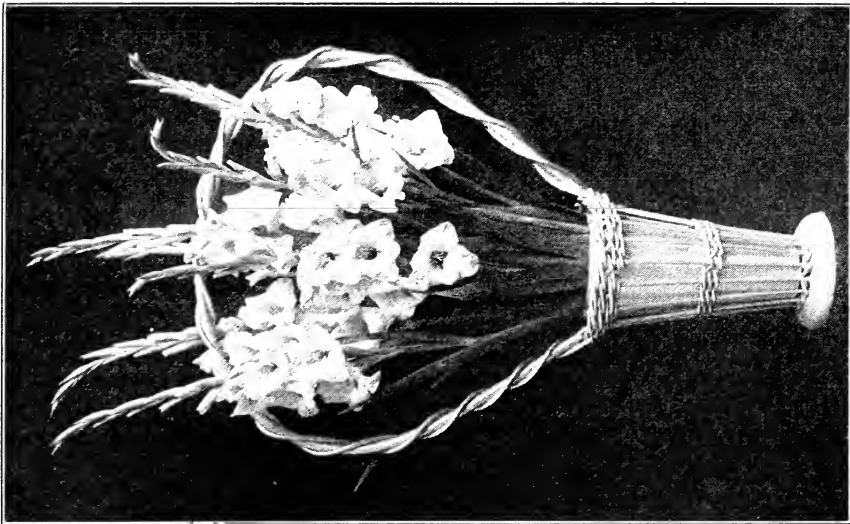
- LOVELINESS**—Massive spikes of creamy flowers. One of the best that has stood the test of time..... Each 15c; 3 for 40c; Doz. \$1.50
- I. OVERA**—(Bill's Origination) Beautiful soft shrimp pink with picric yellow throat. Dainty carmine lines on lower petals..... Each 15c; 3 for 40c; Doz. \$1.50
- I. LUCETTE**—(Bill's Origination) As seen growing in the fields it appears to be absolutely pure white but back of petals carry a trace of phlox pink which imparts an alluring orchid sheen to the flowers. Lower petals also have a dainty subdued feather of wonderfully soft phlox pink. As a commercial white it is ideal in color, and form. See illustration on page 28. Also well adapted for mass planting in landscape work. Extra good as a forcing white..... Each 20c; 3 for 50c; Doz. \$2.00
- MANDALAY**—(Bill's Origination) (New 1926) An Oriental combination of colors. Rose doree flaked with Indian lake at the tips. Extremely vigorous tall spikes with 6 or more very large flowers opening at once..... Each 50c; 3 for \$1.25; Doz. \$5.00



OPALESCENT

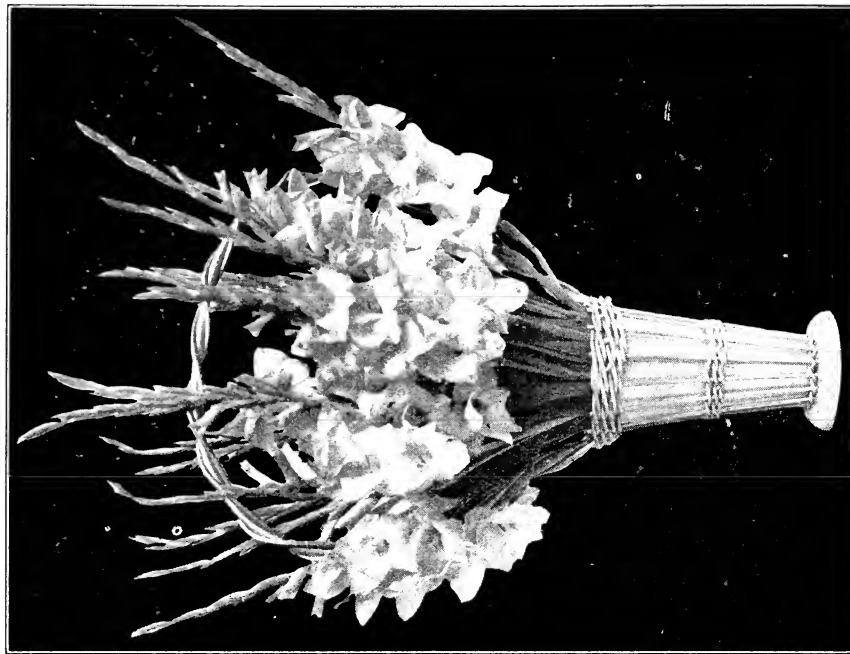
Description on page 16

- MARCELLA**—(Bill's Origination) (New 1925) Soft rose with creamy throat and maroon penciling. Large flowers well placed and several open. Received favorable comment at the Boston Show 1924. Each 50c; 3 for \$1.25; Doz. \$5.00
- MARY PICKFORD**—(Kunderd) Wonderful creamy white with handsome heavy spikes showing many flowers open at once. Admired by everyone and received special award of merit. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$9.00
- MATADOR**—(Bill's Origination) (New 1926) A tall strong husky grower that appealed strongly to our visitors the past summer. A deep hermosa pink with rosy flush and distinct feather. Unopened buds have a soft flush of strawberry pink. Rather late bloomer. Petals waved and stem usually gracefully curved. Each 50c; 3 for \$1.25; Doz. \$5.00
- MATTHEW CRAWFORD**—(Kunderd) Creamy pink, very massive and showy. Each 25c; 3 for 65c; Doz. \$2.00
- MAUD MULLER**—(Bill's Origination) (New 1926) An orange and yellow Prim that everyone stopped to admire in our fields. Medium height and even growth. Each 20c; 3 for 50c; Doz. \$2.00
- MILADY**—(Bill's Origination) See page 16,



PATRICIA

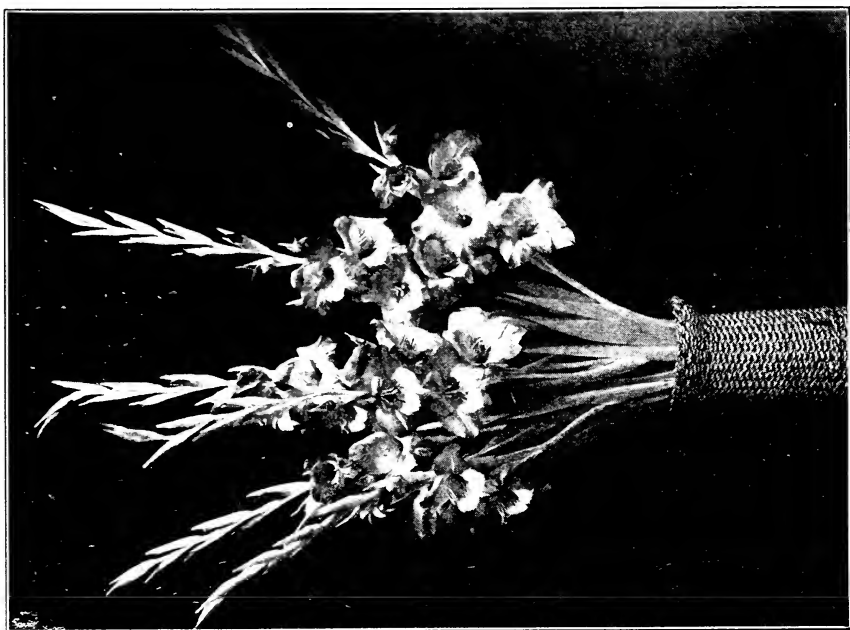
Description on page 36



DEBUNTANTE

Description on page 10

- MONA LIZA**—(Kunderd) (Ruffled) Magnificent pale soft pink. Many open at a time. Should be in every collection. Each 25c; 3 for 65c; Doz. \$2.50
- MONONA**—(Bill's Origination) (Prim.) Extra fine large and strong. Pale flesh color shaded to pale yellow in the throat. Very pleasing soft color. Each 15c; 3 for 40c; Doz. \$1.50
- MRS. FRANCIS KING**—A large open brilliant flame pink. An old standby and hard to beat. Each 5c; 3 for 15c; Doz. 50c; per 100. \$3.00
- MRS. WATT**—Brilliant wine red, with many flowers open at a time. Exceedingly attractive. Each 5c; 3 for 15c; Doz. 50c.
- MODEST MAID**—(Bill's Origination) Semi-Primulinus hybrid with frilled edges. Straight and strong. Soft Jasper pink shading to Naples yellow in the throat with feather of Indian lake. Early and fine for cutting. Each 20c; 3 for 50c; Doz. \$2.00
- MOHAMET**—(Bill's Origination) (New 1926) A novelty of bright peach red heavily flaked with bordeaux at the tips. Large loose spike and attractive. The kind that brings the comment "Oh! look at that one." Each 25c; 3 for 65c; Doz. \$2.50
- MYRON**—(Bill's Origination) Named after a young Ohio farmer who is a go-getter. He always admired our red ones. This is a rich velvet spectrum red, shaded to begonia rose at tips of petals. Large open blooms. Well placed on strong stalk. Each 50c; 3 for \$1.25; Doz. \$5.00
- NACOOMEE**—(Bill's Origination) See page 16.
- NIGHT BIRD**—(Bill's Origination) (New 1926) Winner of 1st prize A. G. S. Show in 1925 for best maroon variety. Extra large, very dark with soft velvet surface. Heavy petals and a good keeper. Each 50c; 3 for \$1.25; Doz. \$5.00
- 1910 ROSE**—(Kunderd) Pure rose shade with white central lines on lower petals. An extra fine variety for florists. Very popular in Chicago and other western markets. Medium size bulbs for landscape plantings \$4.00 per 100. Each 10c; 3 for 25c; Doz. \$1.00; per 100. \$6.00
- 1925 ROSE**—(Bill's Origination) (New 1926) Rose red flaking over deep rose pink. Attractive creamy white dash on lower petals. A deeper shade and more attractive than 1910 Rose. Massive flower heads with 4 to 5 large round blooms open at once. Each 50c; 3 for \$1.25; Doz. \$5.00
- NOBILIS**—(Bill's Origination) See page 16.
- NOKOMIS**—(Bill's Origination) (Ruffled) Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet flaked mahogany at tips. Lemon yellow medial lines. Strong, large ruffled flowers and an entirely new combination. Rated 92% by Gersdorff. Prize winner for best orange at A. G. S. Show 1925. Each 35c; 3 for 90c; Doz. \$3.50
- NORWALK**—(Bill's Origination) Named after the charming little City of Norwalk, Ohio, where it first came into bloom. Large open flowers well placed on a strong straight stem. Deep scarlet with large yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. Extremely vigorous with many large flowers open at a time. Rated 97% by Gersdorff as a commercial variety. Each 40c; 3 for \$1.00; Doz. \$4.00
- OVERLIN**—(Bill's Origination) (New 1925) Very large geranium pink with throat stippled pomegranite purple. Large cream zone. Petals extra heavy and substantial. Each 25c; 3 for 65c; Doz. \$2.50
- OH-BOY**—(Bill's Origination) See page 20.
- PROPHET**—(Bill's Origination) Large graceful open blooms of pure geranium pink with feather and strong lines of nopal red in throat. Vigorous grower. Each 30c; 3 for 80c; Doz. \$3.00
- PUCK**—(Bill's Origination) (New 1926) Rich flame scarlet with velvet maroon blotches and yellow medial lines. Extra large and striking. Each 20c; 3 for 50c; Doz. \$2.00
- PURPLE GLORY**—(Kunderd) Largest of the ruffled varieties. Massive heavy spikes of deep velvety maroon red with almost black throat blotches. Each 35c; 3 for 90c; Doz. \$3.50
- QUAKER MAID**—(Bill's Origination) Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for florist cut flower trade. Late flowering. Each 50c; 3 for \$1.25; Doz. \$5.00
- QUANTINIANUS**—Latest of all. Will stand some frost. Blooms from middle of October until freezing weather sets in. Each 10c; 3 for 25c; Doz. \$1.00
- RED JACKET**—(Bill's Origination) Large flaming scarlet flowers, borne on tall straight stalks. An excellent keeper with slightly ruffled petals. Named for the celebrated Chief of the Seneca Indians who founded the village of Canandaigua where this warrior flower was produced. Each \$1.00; 3 for \$2.50; Doz. \$10.00



SWISS MAIDEN

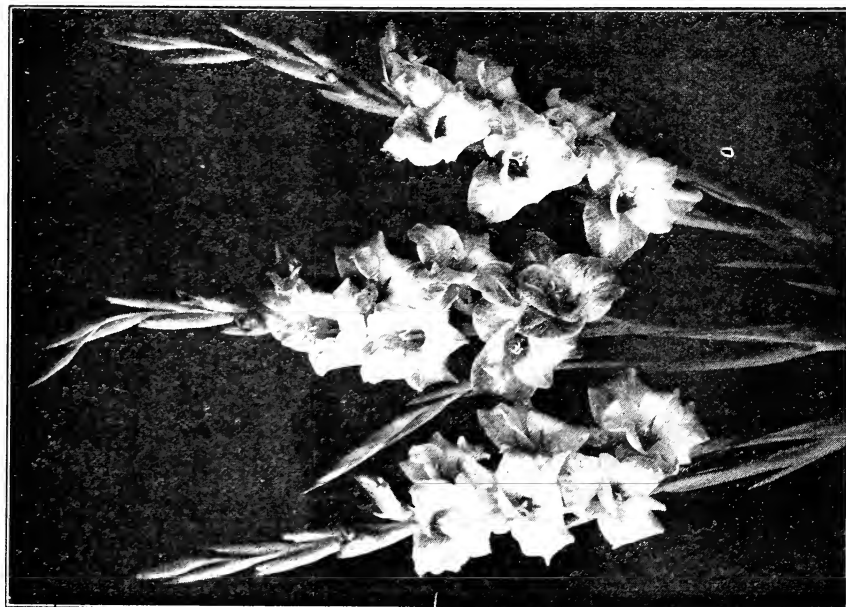
Description on page 36



THEDA

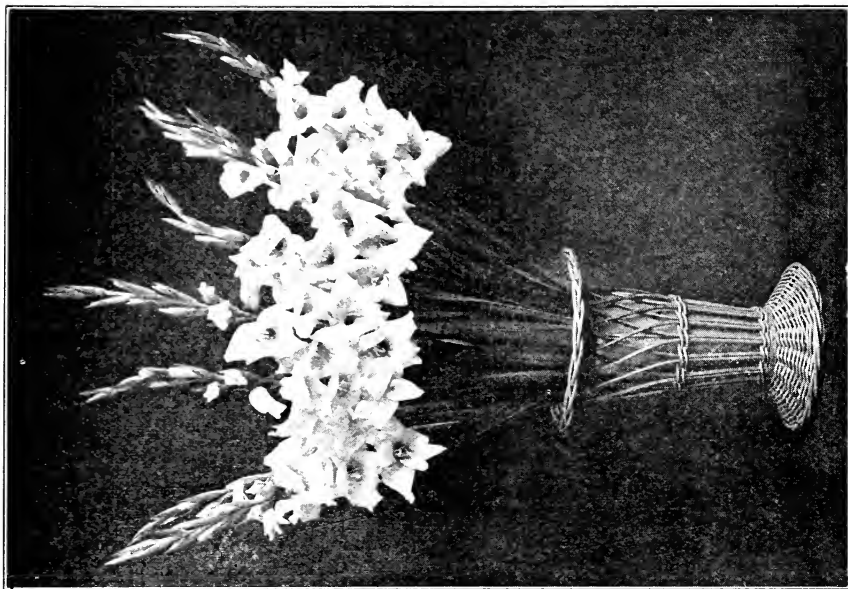
Description on page 19

- OLYMPIAD**—(Bill's Origination) (New 1925) The most vivid orange scarlet yet produced. The flowers appear to be literally on fire.* Very large blooms sometimes measuring 5" across. Irregular arrangement of petals give it a distinctiveness all its own..... Each 75c; 3 for \$2.00; Doz. \$7.50
- OPALESCENT**—(Bill's Origination) See page 16.
- ORIFLAME**—(Bill's Origination) (New 1925) Large brilliant orange pink. One of the flame varieties. Large flowers and several open at a time..... Each 25c; 3 for 65c; Doz. \$2.50
- PANAMA**—Large, strong rose pink; very popular..... Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.50
- PARADER**—(Bill's Origination) Very soft begonia rose flaked scarlet red. Heavy scarlet throat blotch bordered with zone of pinard yellow. Strong straight spikes with several flowers open at a time. We have excellent reports from those who purchased it last season..... Each 25c; 3 for 65c; Doz. \$2.50
- PATRICIA**—(Bill's Origination) (New 1925) La France pink shaded to hermosa pink at tips. Strong tyrian rose feather on creamy throat. Tall with 18 buds and 6 open at once. Fine for florist. See illustration on page 30..... Each 50c; 3 for \$1.25; Doz. \$5.00
- PEACE**—(Groff) Very tall, strong, late white with feather of lilac..... Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$5.00
- PEACHBLOW**—(Cowee) A very delicate soft pink of medium size with many florets opening at a time. Wonderful for table and house decoration. Grow it in quantity for house bouquets..... Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00
- PEACH RIBBON**—(Bill's Origination) (New 1925) A very fine commercial variety of La France pink, deepening in color at the edges. A neat feather of Matthew's purple on lower petals. Tall, straight and strong with 8 to 10 open at a time. Florets arranged in close double rows. Each 30c; 3 for 80c; Doz. \$3.00
- PICCADILLY**—(Bill's Origination) See page 16.
- PINEHURST**—(Bill's Origination) (New 1925) Sulphur yellow with pale greenish yellow throat. Very tall, strong grower with 18 to 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good size blooms well placed facing regularly..... Each 40c; 3 for \$1.00; Doz. \$4.00
- PINK PRIDE**—(Bill's Origination) See page 19.
- PIPPIN**—(Bill's Origination) Soft plush eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia Red on cream throat. Strong grower and a wonderful flower. One of the best and most prolific. Excellent for market cut flowers..... Each 35c; 3 for 90c; Doz. \$3.50
- PIRATE GOLD**—(Bill's Origination) (New 1925) A yellow semi-primulinus very strongly ruffled. Good large flowers, quite close together and 5 opening at once. "Pirate Gold" is "Good to Hold"..... Each 50c; 3 for \$1.25; Doz. \$5.00
- POPULARITY**—(Bill's Origination) (New 1925) Very strong, vigorous grower of flame pink heavily flaked and striped bright red. The two inferior petals rich velvet red with light central dashes. Large size, several open at once and popular with our visitors. See illustration on page 12..... Each 50c; 3 for \$1.25; Doz. \$5.00
- PRIDE OF LANCASTER**—(Kunderd) (Ruffled) Brilliant orange salmon with deeper orange throat. Good size flowers with several open at once..... Each 20c; 3 for 50c; Doz. \$2.00
- PRIM PICOTEE**—(Bill's Origination) A very unusual primulinus hybrid with picotee edge of yellow bordering all petals. Center of petals are brilliant red. A distinct novelty..... Each 20c; 3 for 50c; Doz. \$2.00
- PRIMULINUS SPECIES**—(Prim.) Native of South Africa. Small flowers of rich deep pure yellow. Very useful in landscape plantings..... Each 10c; 3 for 25c; Doz. \$1.00
- PRIMUNELLA**—(Kunderd) (Prim.) Large ruffled beautiful orchid like flowers of light salmon rose. One of the finest of this type..... Each 15c; 3 for 40c; Doz. \$1.50
- PRIORITY**—(Bill's Origination) See page 19.
- PROMETHEUS**—(Bill's Origination) (New 1925) As Prometheus brought fire for the Greeks so this new Glad brings fire to your garden. Most brilliant scarlet laid over peach red. Heavy feather of carmine in bold relief against a white zone. Very strong growth with 20 or more buds and 6 to 8 large flowers open at once..... Each 50c; 3 for \$1.25; Doz. \$5.00



STANLEY

Description on page 36



FLORETTA

Description on page 14

- REVUE**—(Bill's Origination) Awarded First Prize by the Canadian Gladiolus Society at the annual exhibition 1924, for the best individual spike of primulinus hybrid. Almost too large to be classed generally with primulinus hybrids, well expanded blooms with only slight hood but retaining all the airy gracefulness of the type. Very tall and straight with petals reflexed and slightly frilled. Added to this beauty in form the delicate coloring makes it a most desirable acquisition. The center of the flowers is pure martius yellow, daintily flushed with eosine pink on the tips of the petals. Quite early. Medium size bulbs recommended for large landscape plantings are \$15.00 per 100. Each 35c; 3 for 90c; Doz. \$3.50; per 100, \$21.00
- RICHMOND**—(Bill's Origination) (New 1926) Large flowers of spectrum red with cream zone and feather of blackish red. Very striking. Each 25c; 3 for 65c; Doz. \$2.50
- ROANOKE**—(Kunderd) A vigorous large rich yellow Prim. Each 10c; 3 for 25c; Doz. \$1.00
- ROBIN HOOD**—(Bill's Origination) See page 19.
- ROBUSTO**—(Bill's Origination) Soft peach red flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from first flower to tip of buds with 24 buds on the main stalk and others on the side branches. Rated 93% by Gersdorff. Each \$1.00; 3 for \$2.50; Doz. \$10.00
- ROMANCE**—(Kunderd) Hard to describe. Large orange, salmon rose, red and yellow throat. Wine blue bordered petals. Each 20c; 3 for 50c; Doz. \$2.00
- ROMANTIC**—(Bill's Origination) (New 1925) One of the extra good smoky ones. Strong grower 16 to 18 buds and 6 flowers open at once. Center is coral pink shading outward through old rose to daphne red at the tips. Light yellow medial lines and feather of acajou red on lower petals. Each 35c; 3 for 90c; Doz. \$3.50
- ROMULUS**—(Bill's Origination) Very large, jasper pink shaded to jasper red and flaked with spectrum red. A fine soft combination. Each 30c; 3 for 80c; Doz. \$3.00
- ROSALIA**—(Kunderd) (Prim.) Magnificent yellow blushed orange. Lower petals golden yellow. Another of the good ones. Each 10c; 3 for 25c; Doz. \$1.00
- ROSALIND**—(Kunderd) (Ruffled) A massive ruffled variety of rich analine red with deeper throat. One of the best ruffled ones. Each 50c; 3 for \$1.25; Doz. \$5.00
- ROSEMARY**—(Bales) We are using Doc. Bales' own description and he knows. "White, marked with fine hair lines and stippplings of lavender rose, which becomes pure rose under artificial light. The markings are carried through the petals, so that the back of the blossom looks the same as the front. Good sized blossoms carried on tall, straight, gracefully erect stems. Several open at one time." Introduced by Ole Doc Bales of the Triangle Farms, Circleville, Ohio. Each \$1.50; Doz. \$15.00
- ROTARY PINK**—(Bill's Origination) See page 21.
- ROTARY WHITE**—(Bill's Origination) (New 1926) Pure white, tall, strong grower. Several open at once, slightly frilled. Buds pale greenish tint. Good substance and usually branched. Each 50c; 3 for \$1.25; Doz. \$5.00
- RUBELLA**—(Bill's Origination) A deep velvet amaranth purple. Wonderful rich shade. Nice, straight spikes with well placed florets. Petals are reflexed giving added beauty to the flower. Each 30c; 3 for 80c; Doz. \$3.00
- SALOME**—(Bill's Origination) (New 1925) Orange buff with buff yellow throat. The color is so entrancing that it is simply irresistible. A primulinus with a very wide hood. Each 25c; 3 for 65c; Doz. \$2.50
- SCARLET PRINCEPS**—(Kunderd) A massive showy spike of large bright scarlet flowers. Many open at a time. A great improvement on the old Princeps. Quite well adapted for landscape plantings. Each 15c; 3 for 40c; Doz. \$1.50
- SCHWABEN**—Strong grower with heavy spikes of yellow flowers. The most popular standard yellow. Each 5c; 3 for 15c; Doz. 50c.
- SERRATA**—(Bill's Origination) See page 19.
- SIBYL**—(Bill's Origination) Beautiful large cream flowers with tips of petals flaked mallow pink. Strong grower and many flowers open at a time. Florists bought every flower the past season. SIBYL was awarded First Class Certificate by the American Gladiolus Society in 1924. Each 40c; 3 for \$1.00; Doz. \$4.00; per 100, \$24.00

- SILVER PINK**—(Bill's Origination) (New 1925) Produces tall vigorous spikes with many flowers open at once. A self color, geranium pink with white medial veins. Very striking. . . .
Each 50c; 3 for \$1.25; Doz. \$5.00
- SILVERTONE**—(Bill's Origination) (New 1926) Yes, it has very much of a silver tone. Neat velvet carmine feather on a yellow zone in the center. The balance of the flower is creamy white. Fine straight, tall spikes, long head and several open at once. Petal slightly frilled. A good one. . . .
Each 25c; 3 for 65c; Doz. \$2.50
- SNOW BLOSSOM**—(Bill's Origination) Pure white, good strong grower that will become a standard commercial white. . . .
Each 30c; 3 for 80c; Doz. \$3.00
- SONATA**—(Bill's Origination) (New 1925) A robust white slightly flushed very light phlox pink, strong throat lines of aster purple. Usually 6 to 8 well opened flowers of good substance. Long flower head and excellent for florist trade. . . .
Each 50c; 3 for \$1.25; Doz. \$5.00
- SONNENBERG**—(Bill's Origination) See page 19.
- SPLENDORRA**—(Kunderd) Very dark variety, almost wine black. Unusual and very attractive. . . .
Each 20c; 3 for 50c; Doz. \$2.00
- SPRING MAID**—(Bill's Origination) Geranium pink with large striking creamy center. Triple lines of oxford red in the throat. A beauty and a winner. . . .
Each 20c; 3 for 50c; Doz. \$2.00
- STANLEY**—(Bill's Origination) A shrimp pink primulinus hybrid shaded to Naples yellow in the throat. One of the tall growers opening many medium size flowers at once making it excellent as a cut flower. See illustration on page 34. . . .
Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$6.00
- STARLIGHT**—(Bill's Origination) See page 19.
- SUMMER DREAM**—(Bill's Origination) See page 21.
- SUNBURST**—(Bill's Origination) See page 21.
- SWISS MAIDEN**—(Bill's Origination) (New 1926) Picture the Swiss Maiden with brilliant scarlet dress and apron of sea foam yellow. Then picture 6 to 8 of these maidens standing side by side and you have the idea. See illustration on page 32. . . .
Each 25c; 3 for 65c; Doz. \$2.50
- SYLVAN QUEEN**—(Bill's Origination) (New 1926) An early strong growing soft begonia rose with carmine lines on lower petals. Neat form, good size and excellent substance. You would like it. . . .
Each 35c; 3 for 90c; Doz. \$3.50
- TAJ MAHAL**—(Bill's Origination) See page 19.
- TANGERINE**—(Bill's Origination) Tall graceful primulinus of good size. Naples yellow heavily flaked with spinel red. A wonderful combination. Rated 90% by Gersdorff. . . .
Each 20c; 3 for 50c; Doz. \$2.00
- THE PELICAN**—(Bill's Origination) No one can appreciate the peculiarly attractive style of The Pelican, without having seen it. The upper petals resemble a pelican's pouch inverted. The other two upper petals stand well apart while the three lower petals are small. The type is entirely new and extremely pleasing. Color is jasper pink spread over a background of chatenay pink. Two lower petals are Naples yellow. Rated 90% by Gersdorff. . . .
Each 30c; 3 for 80c; Doz. \$3.00
- THE ARISTOCRAT**—(Bill's Origination) See page 19.
- THEDA**—(Bill's Origination) See page 19.
- TRIUMPHO**—(Bill's Origination) See page 19.
- TROJANA**—(Bill's Origination) Large open flowers of soft geranium pink daintily flaked with begonia rose. Bright scarlet line on pale yellow throat. Strong vigorous grower and excellent cut flower variety. One of the 12 winning the John C. Davis Cup in 1923. . . .
Each 30c; 3 for 80c; Doz. \$3.00
- VANITY**—(Bill's Origination) See illustration and description on page 23.
- VENUS**—(Bill's Origination) Tall vigorous, large creamy flowers, overlaid with a flush of pink. Soft and delicate shades. . . .
Each 75c; 3 for \$2.00; Doz. \$7.50
- VICTOR**—(Bill's Origination) (Ruffled) One of the largest ruffled varieties. A beautiful cream yellow with heavy ruby central lines. Tall, vigorous and extra fine. Exhibition variety. See illustration on page 26. . . .
Each \$1.00; 3 for \$2.50; Doz. \$10.00

- VIOLET GLORY**—(Kunderd) (Ruffled) A big, strong ruffled violet blue. One of the best ruffled varieties.....Each 20c; 3 for 50c; Doz. \$2.00
- VON SION**—(Bill's Origination) A pure deep yellow with bronze throat lines. Color similar to Von Sion Narcissus. Slight frill on petals. Short growth and medium size flowers make it useful for landscape work. Medium size bulbs per 100, \$8.00.....
.....Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00
- WAR**—(Groff) The recognized standard late dark red. Very popular for many years.....
.....Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$7.00
- WARRIOR**—(Bill's Origination) See page 19.
- WENDY**—(Bill's Origination) (New 1925) A neat little primulinus named for Wendy of "Peter Pan" fame. Very early, hooded, winged and frilled. Opens several delicate flesh flowers shaded to martius yellow in center. Fine for artistic house decoration.....
.....Each 15c; 3 for 40c; Doz. \$1.50
- WHITE ORCHID**—(Bill's Origination) See page 21.
- WHITE PREMIER**—(Bill's Origination) See page 21.
- ZEALOT**—(Bill's Origination) (Prim.) A velvet scarlet with yellow medial dashes in center. Very striking and attracts much attention. Winner at A. G. S. Show in 1925 for Best Scarlet Prim.....
.....Each 15c; 3 for 40c; Doz. \$1.50
- GLORIOUS MIXTURE**—This is all colors and types. Bulbs of many high priced varieties are included. In lots of 100 we guarantee to send at least 20 varieties.....
.....25 bulbs \$1.00; 100 bulbs \$3.00
- PRIMULINUS MIXTURE**—All the soft delicate shades of the beautiful dainty Primulinus type. Mixture contains many of the best varieties grown.....
.....25 bulbs \$1.00; 100 bulbs \$3.00

SPECIAL DISCOUNTS

If your order amounts to \$5.00 or more, you are entitled to the following reductions, covering the varieties in the general list above. These discounts **do not** apply on any Special Offers.

For \$ 5.00 cash you may order \$ 5.50 worth of bulbs

"	10.00	"	"	"	"	11.00	"	"	"
"	15.00	"	"	"	"	17.00	"	"	"
"	25.00	"	"	"	"	29.00	"	"	"
"	50.00	"	"	"	"	60.00	"	"	"
"	75.00	"	"	"	"	90.00	"	"	"
"	100.00	"	"	"	"	125.00	"	"	"

**Handsome
Gift
Boxes**



**Special
\$1.00
Offer
18 Wonderful
Gladiolus**

**Our Selection
No Two Alike**

Selected from Bill's Prize Winners—Guaranteed Quality

SPECIAL OFFER No. 5
BILL'S BEST BARGAIN

Twenty-four varieties correctly labeled for \$2.00

Catalogue Value \$4.00

Adriatic	Carmine Kid	Herada	Monona
Alice Tiplady	Colleen	Intensity	1910 Rose
Altair	Dante	Kokomo	Prophet
Arbitration	Darwin	Lemon King	Tangerine
Baron Hilot	Early One	Mary Pickford	Wendy
Cameo	Freckles	Milady	Zealot

SPECIAL OFFER No. 6

Sixteen better ones, all labeled, for \$3.00

Catalogue value \$5.05

Beatrice	Jasper	Pippin	Sibyl
Blue Isle	Lucette	Revue	Pelican
Florentina	Oriflame	Romulus	Trojana
Gregor Mendel	Pinehurst	Rubella	Vanity

SPECIAL OFFER No. 7

High Quality, one dozen, all labeled, for \$5.00

Catalogue Value \$7.15

Blushing Bride	Marcella	Olympiad	Red Jacket
Carmeleta	Nacoomee	Opalescent	Sonata
Chameleon	Norwalk	Priority	Starlight
Fastidious			

SPECIAL OFFER No. 8

Twelve Extra Rare Varieties, all labeled, for \$10.00

Catalogue value \$14.50

Allen V. Bunce	Bambino	Piccadilly	Robusto
Betty Bunce	Humdinger	Pink Pride	Victor
Betty Joy	Nobilis	Robinhood	Warrior

SPECIAL OFFER No. 9

Ten Super Glads, all labeled, for \$100.00

Catalogue value \$129.50

Break O' Day	Creator	Oh-Boy	The Aristocrat
Canandaigua Red	Gladdie Boy	Serrata	White Orchid
	Halcyon	Sonnenberg	

WE THANK YOU

We would be grateful to you if you sent us the names of your friends whom you know to be interested in Glads. Perhaps, too, we might slip something extra in with your order if you did this. Why not try it?



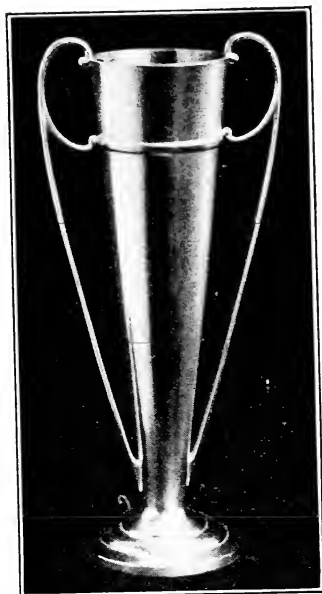
Loving Cup Donated by Club
of Little Gardens
Won for Finest Display
Rochester, N. Y., 1923

Our Trophies WON BY Bill's Originations

FOUR
SILVER
CUPS
AND
20 Other First
Prizes
AT
A. G. S. Shows
IN
Two Years



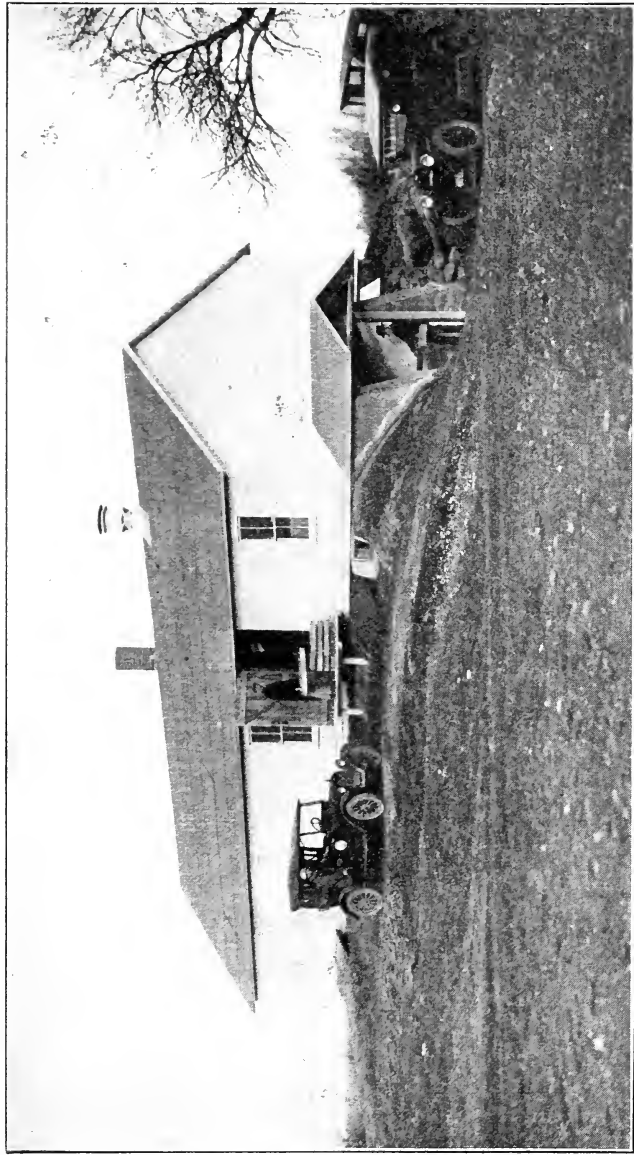
President's Cup
Won for Finest Display
New York City, 1924



John C. Davis Cup
Won at Rochester, 1923
for Best Display Varieties
Disseminated Since 1920



Harry L. Davis Cup
Won at Rochester, 1923
for Best Display Primulinus
Disseminated Since 1920



NEW STORE HOUSE

The above illustration will give you some conception of our storage facilities. Much of the vitality in Gladiolus bulbs is sometimes lost through improper curing and storing.

The upper portion of this building is especially designed for thoroughly curing the bulb crop when harvested through the proper application of heat and correct ventilation.

The basement is built of solid concrete, frost proof and is maintained at proper humidity to keep the bulbs in plump and vigorous growing condition.

GLADIOLUS BILLS BULBS BLOOM BEST GLADIOLUS

Trade Mark

A TIP

Get your friends to order their bulbs with yours and you can take advantage of the special discounts on page 37.

AGENTS WANTED

In every community to sell our \$1.00 Box Collections on page 37. Here is a chance for you or the younger members of your family to earn some money. Ask for information.

IMPORTANT

You will do us a great favor if you will send us the names and addresses of your acquaintances. We want only those who have gardens and would be interested in purchasing bulbs. Do it on the back of this sheet and we will see that you get something extra for your trouble.

FREE PREMIUM COUPON

We have set aside a quantity of fine BULBS TO BE GIVEN FREE as premiums for prompt orders. Early orders relieve the rush later on, enabling us to give better service.

YOU WILL BE ENTITLED TO PREMIUM BULBS, as below, on orders amounting to \$1.50 or more, if you return this order sheet with your remittance before -----

FEB 20 1938

ALL NEW PRIZE WINNERS

On order for	\$1.50	will include one bulb	ARISTOTLE
On order for	2.00	will include one bulb	DIXIE MAID
On order for	3.50	will include one bulb	TROJANA
On order for	5.00	will include one bulb	MARCELLA
On order for	10.00	will include one bulb	ROBUSTO
On order for	20.00	will include one bulb	BAMBINO
On order for	50.00	will include one bulb	CANANDAIGUA RED
On order for	100.00	will include one bulb	BREAK O'DAY

From

.....

Two
Cent
Stamp

BILL'S GLAD FARMS

CANANDAIGUA

N. Y.

CULTURAL DIRECTIONS

Unpack the bulbs as soon as received and keep in a cool dry cellar until ready to plant.

Any good garden soil will answer but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or wet bone meal in the spring.

WHEN TO PLANT: In central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are further south plant earlier. A good plan is to plant when Maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

HOW TO PLANT: The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

WHERE TO PLANT: They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

WATER: If you wish you may water them in dry seasons but water thoroughly. Dig into the soil after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening but give them a thorough soaking and then let them alone for a week.

CULTIVATION: Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

DIGGING AND STORING: As the Maples begin to lose their leaves, lift the bulbs, cut the top off close to the bulb and expose to sunshine for two or three days. Then store in a cool dry cellar, 40° is best. In about three weeks you can remove the old bulb and roots with ease. Look your stock over and order more bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

BLOOMING TIME: Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them, so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once for more of those varieties.

Send the order to

BILL'S GLAD FARMS, Inc.

Originators and Growers of Glorious Glads

Canandaigua, N. Y.

American Gladiolus Society

Become a member of the A. G. S. and receive their Monthly "Bulletin" a 32 page Magazine devoted exclusively to the Gladiolus. Send name, address and \$2.00 to John C. Davis, Sec'y, 77 South Ave., Rochester, N. Y.

